

How to Rock the Media for Help a Horse Day 2016



Help a Horse Day Timeline

May
2016

Submit
Contest RFP
(April 25 – May 9)

Help a Horse Day Events
(April 22-26)

Conduct Optional Promotional Events
(April)

Media Webinar
(March 1)

Register Your Event(s)
(Open: January 27 – April 1)

Learn about Help a Horse Day
(January 26 webinar)

January
2016

Media Relations



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Maximizing Media Coverage

- 🐾 Working with the media can generate valuable results when you follow a few guidelines
- 🐾 The media appreciate stories with a strong local angle, especially when it involves animals
- 🐾 **Look for the hook**



Develop Media Contacts

🐾 Build and enhance your media list the same way you build your own professional network

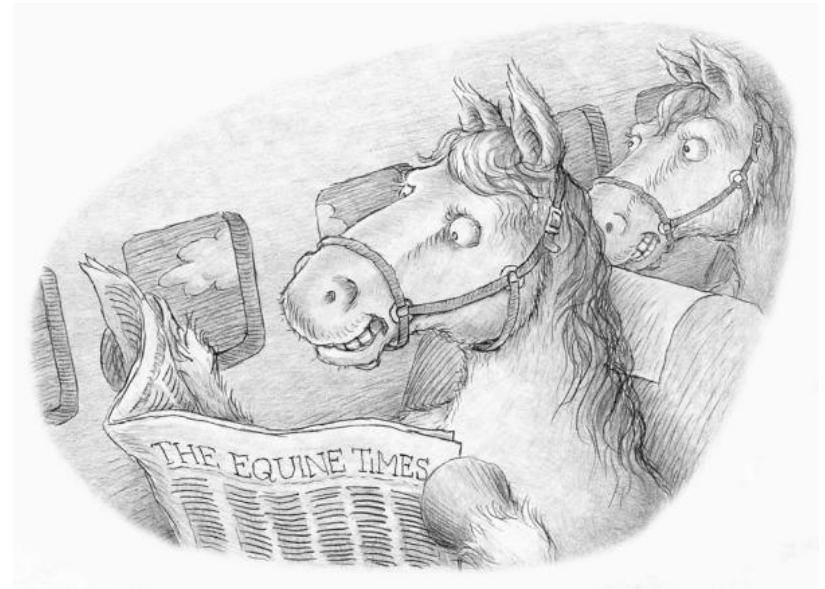
🐾 Focus on:

U Newspapers

U Local TV Stations

U Local Radio Stations

U Local Online News Outlets and Blogs



Time It Right

- 🐾 Know when to distribute information to the people on your list
- 🐾 Press releases: 10–14 days before your event
- 🐾 Media Advisory: 2–3 days before, inviting them to attend the event
- 🐾 Be mindful of deadlines!



Developing Press Materials

🐾 Let *us* help **you**... Use the templates!

<http://aspcapro.org/asPCA-help-horse-day>

🐾 ***Show and Tell*** – a picture may be what gets a member of the media to read your document

www.asPCA.org/helpahorse



Creative Story Angles

- 🐾 Offer information of value
- 🐾 Tie your organization to an emerging trend, news story, or local community issue
- 🐾 Offer personal stories
- 🐾 Quantify it for them
- 🐾 Relate it to their audience. Pitch according to the type of media outlet



Pitching to the Media

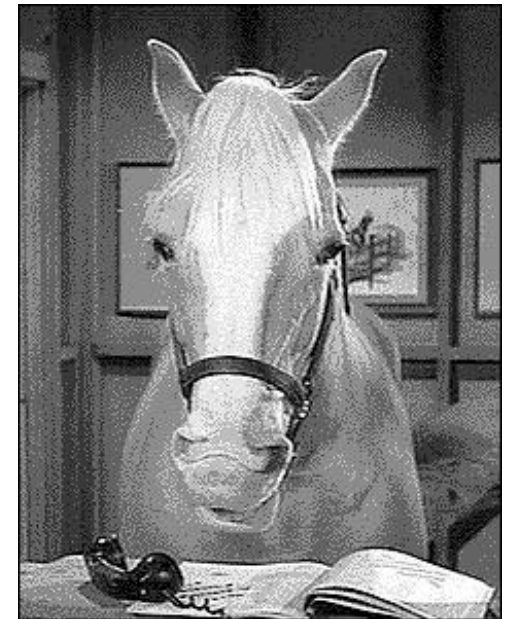
- 🐾 Do your research
- 🐾 Encapsulate the story in one brief sentence for your opening
- 🐾 Make it easy for the media
- 🐾 Follow up, but don't be pushy
- 🐾 View the relationship as long-term, not as a “one hit wonder”

Prepping for Interviews

- 🐾 Develop talking points
- 🐾 Pace yourself
- 🐾 Remember, the media love feel-good, interactive stories
- 🐾 Avoid equine industry jargon and acronyms
- 🐾 Give them a call-to-action

Nontraditional Channels for Outreach

- 🐾 Consider other channels besides traditional and social media to get your message out, such as:
 - U Bulletin boards at local businesses
 - U Your website / email signatures
 - U Newsletters / email blasts
 - U Church/school bulletins
 - U On-hold phone messages



Social Media



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People are talking... Join the conversation!

According to the Pew Research Center, 65 percent of American adults use social networking sites!

Twitter:

320M monthly active users!

Facebook:

1.59B monthly active users!

Instagram:

400M monthly active users!



Why Should You Care About Media?

Benefit	Social Media	Traditional Media
Generates Community Awareness	✓	✓
Gets More Animals Adopted	✓	✓
Builds Stronger Community Relationships	✓	✓
Helps Raise Funds	✓	✓
Engage With Key Members of the Community	✓	X*
Improves Public Sentiment & Reputation	✓	✓



How should you do it?

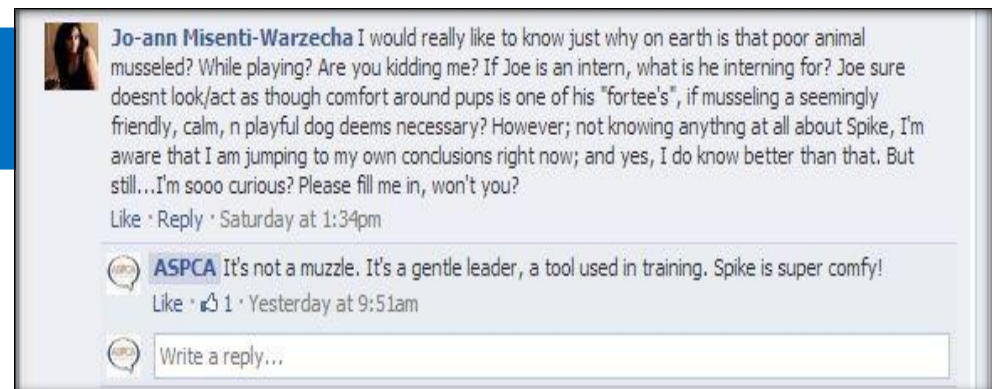
Twitter

- #Hashtags
- #FF
- Be Polite



Facebook

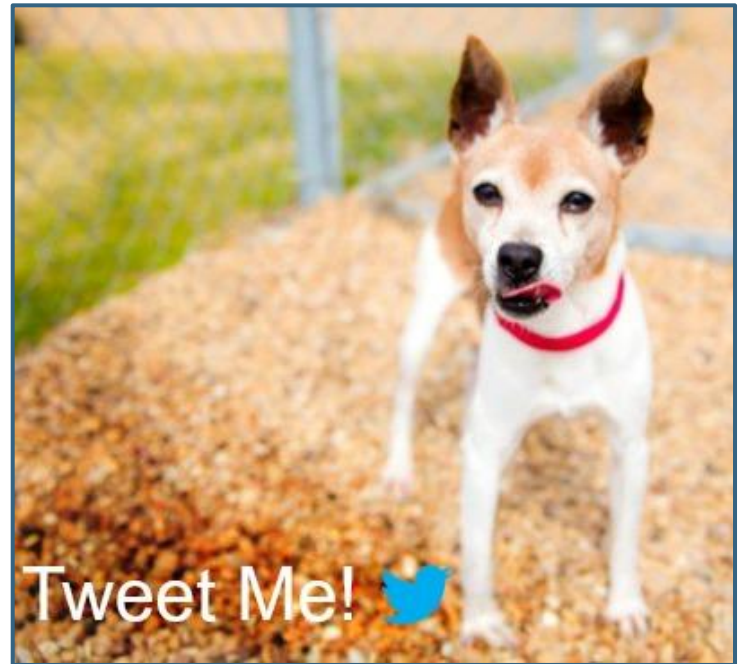
- Photos, photos, photos!
- Shorten your links
- Engage and respond



What should you talk about?

- Use a conversational tone!
- Reach out and network with anyone who has a Twitter account—supporters, recent adopters, community influencers.
- It's a great customer service tool for answering questions about your organization.
- Show personality!
- Be engaging!

Ask yourself:
Would you want to follow you?



Where Should You Be?

Start small, you don't have to tackle the world to make an impact.

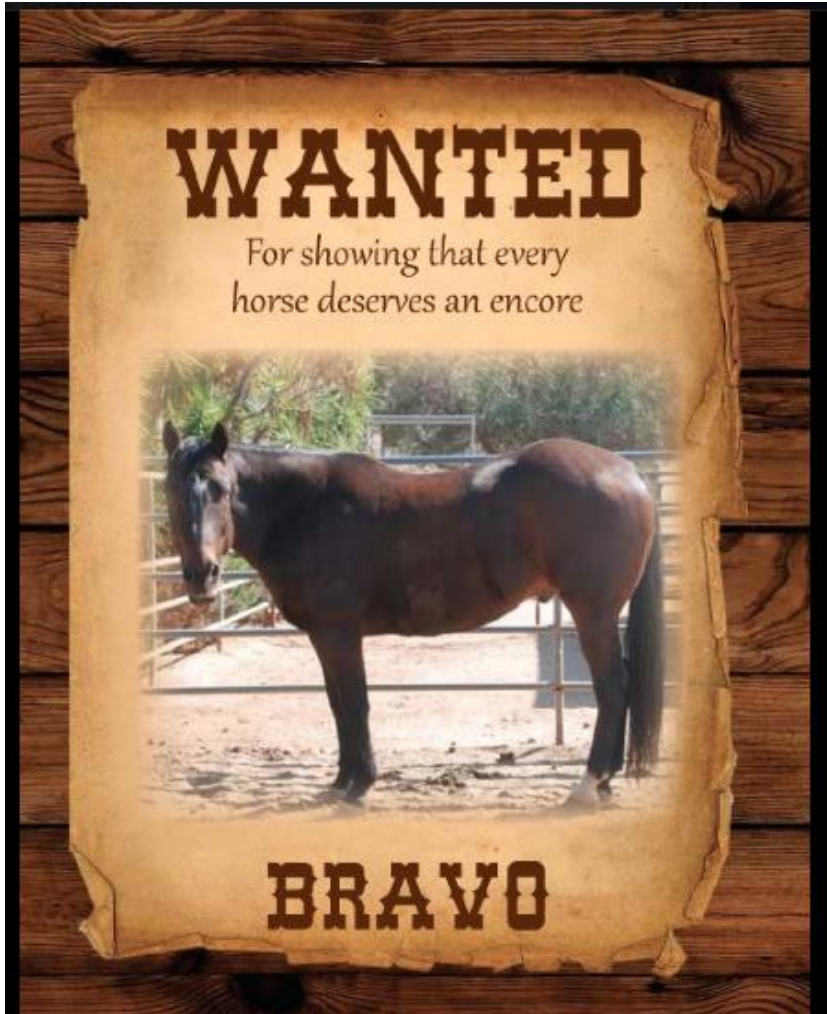
Take a good look at your resources & determine which channels you can invest in.

Like most things, if it's not going to be done *well*, it's not worth doing.

Where are your supporters and fans?
Go where the conversation is...



Gotta Have a Gimmick!



LEARN with Elizabeth Steed and 2 others.

✓ Liked ▾

October 22, 2015 · 🌐

Don't miss Smarty Pants' bachelor debut at the Coastal Carolina Fair! He has his eye on Annie, Lady Bug and Fancy...who will he choose?? Come cheer Smarty on as he finds his "soul mare" Friday, October 30th at 7 p.m. in the fairgrounds arena.

Don't miss...

The PROPOSAL



Who will Smarty choose?



Coastal Carolina Fairgrounds Arena
7 p.m. October 30th & November 6th

Buzz Buzz Buzz!

Come meet the
UNICORN



Freedom Hill Horse Rescue

April 11, 2015 · 🌐

Do you believe in Unicorns? Well here is your chance to meet one and even get your photo taken together! Keep checking here, on the Freedom Hill and Freedom Hill Events Facebook pages to find out more details (coming soon). Spread the word to all of your unicorn and horse loving friends!

Check out our "all ages" Freedom Hill Horse Rescue's People Steeplechase and Ponypalooza event at: <http://freedomhillevents.weebly.com/steeplechase.html>



Building Momentum



The Pegasus Project, Inc.

April 9, 2015 · 🌐

Our #helpahorse picture of the day features Pegasus employee extraordinaire, Denise Hawk. She truly does it all . . . down to poop scooping when duty calls.

In recognition of April being National Prevention of Cruelty to Animals month, we invite you to post a photo or comment below of how you have helped a horse!

👍 Like 💬 Comment ➦ Share

👤 42



Donice Jones "All's I got is rescued cat pics." Congrats and thanks to all who have helped a horse.

Like · Reply · 👍 1 · April 9, 2015 at 2:47pm



The Pegasus Project, Inc. Donice Jones, please post those rescued cats!! This is about ALL animals!

Like · Reply · 👍 2 · April 9, 2015 at 5:20pm



Donice Jones These 4 sisters will be 10 next week!



Write a comment...



Getting Promoted



All About Equine Animal Rescue
Page Liked · April 25, 2015 · Edited ·

Don't forget to RSVP for Tomorrow's Open Barn in celebration of ASPCA's Help A Horse Day! Email info@allaboutequine.org or call 916-520-5223

Like Comment Share

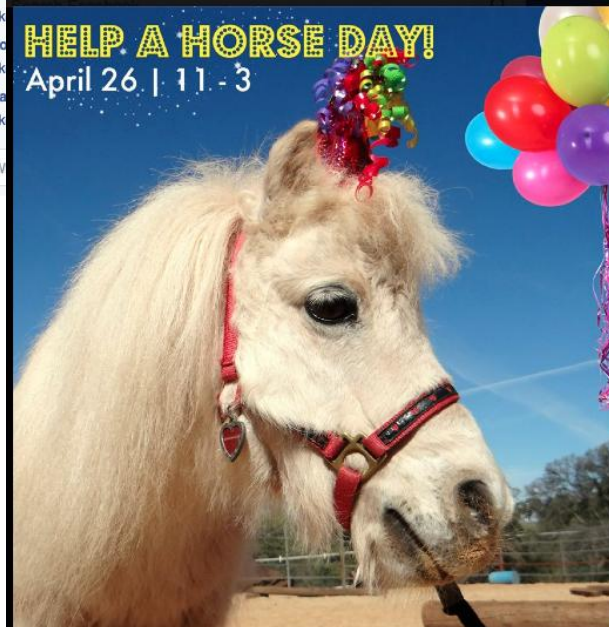
58 Top Comments

16 shares

Jennifer Sharp We had so much fun! Thank you!!
Like · Reply · 1 · April 26, 2015 at 10:32pm

Noni Gotti Shared
Like · Reply · 1 · April 26, 2015 at 5:35am

Leslie Shaw I think it should be to!



All About Equine Animal Rescue
Page Liked · April 25, 2015 ·

One day left to RSVP for the big birthday bash, "Help a Horse Day!" This free event will have BBQ, cake, booths and horse adoptions...and you're invited!

By joining us on April 26 from 11 a.m. to 3 p.m., you're making it possible for us to continue the work that we do.
... See More

Like Comment Share

36 Top Comments

15 shares

Noni Gotti Shared
Like · Reply · April 26, 2015 at 5:35am

Jody Armstrong ❤️
Like · Reply · April 26, 2015 at 7:45am

Write a comment...

The spice of life...



LEARN

Page Liked · April 14, 2015 ·

Smarty Pants made his television debut promoting our Help A Horse Day coming up April 25th at our farm in Meggett! Live music, a silent auction, a truck show, carnival games, pony trail rides, Palmetto Brewing Company, Nema Food Truck, and many other great vendors will make it a fabulous day of fun as we bring awareness to large animal rescue and rehabilitation. Contact us at Learnhorserescue@gmail.com for more information!

Like Comment Share

118

22 shares



Joe S

Like · f



Beka I

Like · f



Esthel monito

Like · f



Write




RVR Horse Rescue

Gypsy & Luca continue to do well with us at RVR. Now all they need is their forever home together ❤️ — at RVR Horse Rescue.

Shared with: Public

14,242 Views

Your Story, In One Place

 RVR Horse Rescue Photos ✓ Liked

Tag *


2nd Annual Help A Horse Day 2015

Updated about 10 months ago · Taken at RVR Horse Rescue

[#HelpaHorse](#)

RVR celebrated it's 2nd Annual ASPCA Help A Horse Day. It was a great day! Many thanks to all who attended, including guests, vendors, speakers and volunteers!

[#HAHD](#)



Hit 'em with Your Best Shot



LEARN


November 5, 2015 · 🌐

"Cowpony" Whisper...he simply loves them:)



More Eye Candy




 **Horses of Tir Na Nog**
November 19, 2015 · 🌐


Simone is all smiles for AmazonSmile! When you shop at Amazon Smile, Amazon donates 0.5% of the purchase price to Horses of Tir Na Nog. Bookmark this link <http://smile.amazon.com/ch/20-3681634> and support us every time you shop!


👍 Like 💬 Comment ➦ Share

👍 30 Chronological ▾


11 shares

 **Stephanie Chialtas** Done! And just made a purchase on 3 eligible items tonite! Yay for Horses!
Like · Reply · 🗨️ 3 · November 19, 2015 at 11:42pm

 **Anna Chialtas** Just signed in too to join 😊
Like · Reply · 🗨️ 2 · November 20, 2015 at 12:29am

 **Beverly Rios** I changed mine a month ago to have the 0.5% of each purchase go to the Horses of Tir Na Nog!
Like · Reply · November 23, 2015 at 5:55pm




 **RVR Horse Rescue**
Page Liked · April 25, 2015 · Edited · 🌐


#HaHD Human Hashtag. #HelpaHorse
Help a Horse Day 4.25.15 — with Karen Rogan Farmer, Tara L Knapp, Dawn Radomski and 43 others at RVR Horse Rescue.


👍 Like 💬 Comment ➦ Share

👍 187 Top Comments ▾

14 shares

 **Kim Burns** was a great day and the super event. lots of hay was sold and donated to the rescue today. thanks to all of you that helped a horse today by buying hay!
Like · Reply · 🗨️ 7 · April 25, 2015 at 10:13pm

 **RVR Horse Rescue** Thank you for coming and doing that for us!
Like · Reply · 🗨️ 3 · April 25, 2015 at 11:57pm

 **Dawn LaMay** It was a great day, so glad I was able to...

Show Off Your Staff & Volunteers



Thank Them Very Much



Influencer Outreach and Social Networking

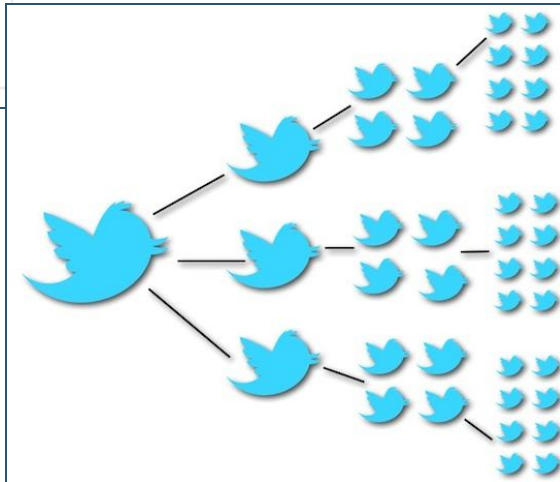


 **Carrie Underwood** 
@carrieunderwood  

“@ASPCA: Most pet store puppies come from puppy mills. Don't shop till they stop! nopetstorepuppies.com #AdoptDontShop”
Rescue dogs rock!

 Reply  Retweet  Favorite  More

884 RETWEETS	440 FAVORITES
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Analytics!

The image shows a screenshot of the ASPCA Twitter page. The top navigation bar includes 'Page', 'Messages 31', 'Notifications 99', 'Insights', and 'Publishing Tools'. The 'Insights' tab is circled in red. Below the navigation bar is a large image of a brown dog in a cage. The ASPCA logo and name are visible in the bottom left of the image area. On the right side, a dropdown menu is open, listing various options: 'ASPCA View profile', 'Lists', 'Help', 'Keyboard shortcuts', 'Twitter Ads', 'Analytics', 'Settings', and 'Log out'. The 'Analytics' option is circled in red.

Post Details



ASPCA

Published by social Meida [?] - February 26 at 1:28pm · 🌐

A dangerous ag-gag law in #NC could hide farm animal abuse—and we're joining a lawsuit to strike it down.



The ASPCA Joins Lawsuit Challenging N.C. Anti-Whistleblower Law

The ASPCA teams up with animal-welfare, consumer-rights and public-interest groups to push back against an ag-gag law designed to silence whistleblowers...

ASPCA.ORG

193,659 people reached

Boost Post

👍👎❤️ 3.4K

89 Comments 422 Shares

👍 Like 💬 Comment ➦ Share

Reported stats may be delayed from what appears on posts ✕

193,659 People Reached

4,351 Reactions, Comments & Shares

3,542 Like **3,276** On Post **266** On Shares

79 Love **75** On Post **4** On Shares

1 Haha **1** On Post **0** On Shares

4 Wow **3** On Post **1** On Shares

103 Sad **98** On Post **5** On Shares

34 Angry **31** On Post **3** On Shares

159 Comments **127** On Post **32** On Shares

431 Shares **422** On Post **9** On Shares

3,646 Post Clicks

12 Photo Views **1,241** Link Clicks **2,393** Other Clicks

NEGATIVE FEEDBACK

156 Hide Post **31** Hide All Posts

1 Report as Spam **1** Unlike Page

Tweet activity



ASPCA @ASPCA

Sign our pledge for Spay/Neuter Month & help end animal homelessness!

<http://bit.ly/1PIjUcj> #nomoreballs

pic.twitter.com/PuS1G3MqRX



Promote your Tweet

Your Tweet has 23 total link clicks so far.
Get more link clicks on this Tweet!

[Promote your Tweet](#)

Impressions	9,698
Total engagements	284
Media engagements	103
Likes	71
Retweets	45
Detail expands	34
Link clicks	23
Replies	3
Profile clicks	3
Hashtag clicks	2

Questions?