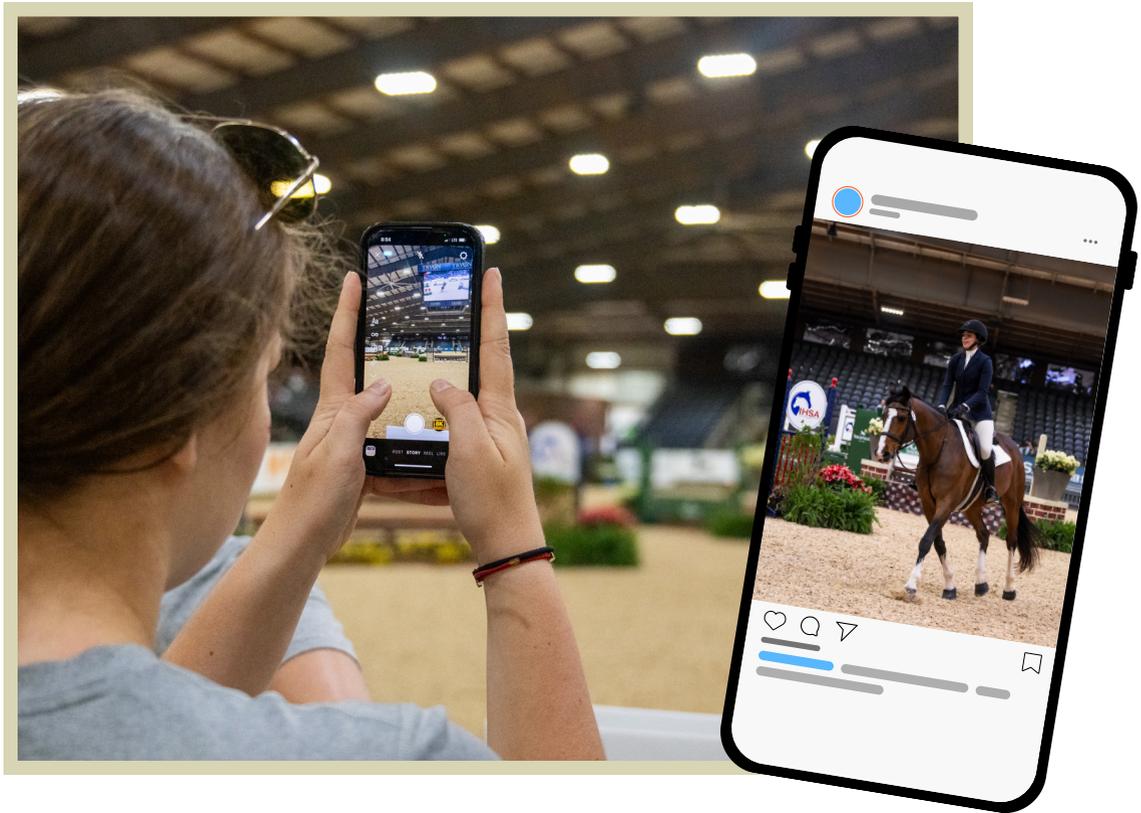




SOCIAL MEDIA GUIDE



Tips For Team Social Media Management



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CREATING YOUR TEAM ACCOUNT

Promoting Your Team with Social Media

Many teams have social media accounts, as do riders. Here are some helpful tips for coaches, officers and riders to strengthen your posting, without dropping your stirrups!



CREATING YOUR TEAM ACCOUNT

Make Your Team Names Searchable

When creating your team's account, avoid acronyms and avoid confusion. Nine teams use "BCET" and 10 teams use "BUET". Use clear tags, like Seton Hill's @setonhill.equestrian or Hollins' @hollinsuniversityriding.

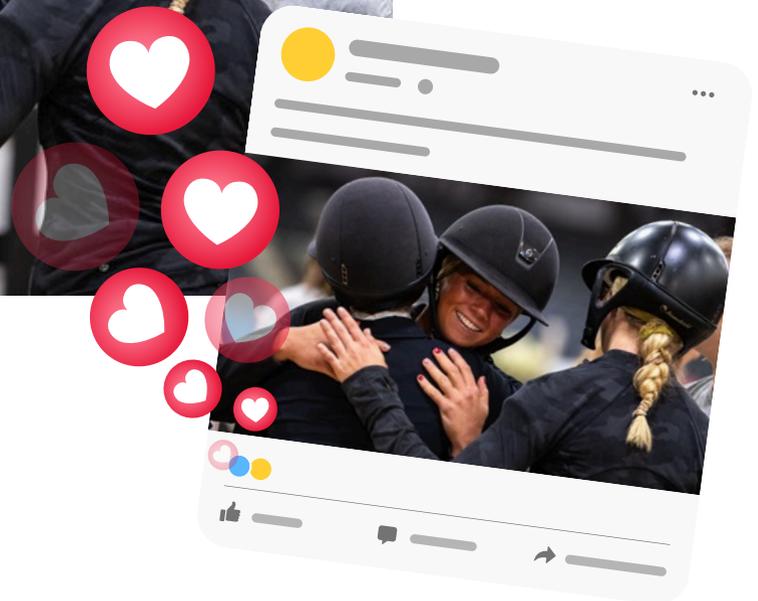
If your school has a Western and Hunter Seat IHSA team, we recommend having separate accounts. We also suggest having separate accounts for your school's IDA and NCEA team, if applicable. Spell out school acronyms in your account's About or Bio section.



WHAT TO POST

On your team's account, feature great, high-quality images and videos of IHSA riders and coaches that promote achievements in a way that either support the IHSA or involvement as a student athlete.

Post photo and video content that is brand-elevating for your team and for the IHSA. Keep reading for suggestions on how to create highly engaging content and ideas for your team account.



WHAT TO POST

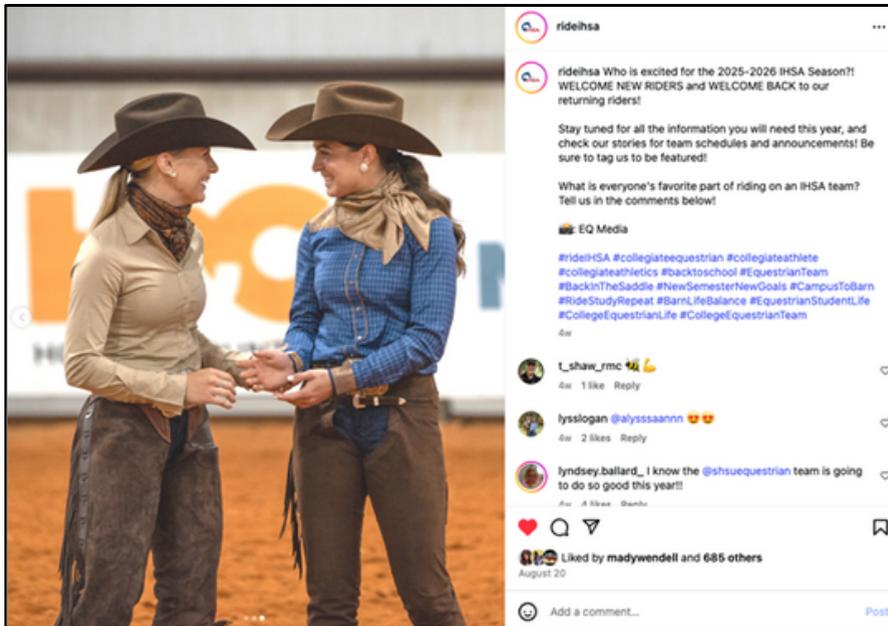
Content Suggestions and Tips

- Equestrian educational and horsemanship content- around the barn, behind the scenes, horse care.
- Horse show-related content: team horse show prep, prepping horses, show schedules, rider line-ups, showing with friends, results and thank-you posts.
- Team members supporting each other through team-building activities, campus events with team members, field trips, academic awards and scholarship recipients.
- Captions should be primarily informational or have a positive and relatable sentiment. Consider engaging with your audience through questions and creating conversations in the comment section. Comments, shares and reposts are key in creating engagement and visibility.
- You may choose to make trending content; be advised that most times this is best saved for personal accounts and if you choose trending content, make sure it aligns with your school, team and the IHSA's ideals.
- HASHTAGS: Hashtags are not as impactful as they once were; however, we use the following often: #rideihsa #ihsa #ih saregionals #ih sazones #ih sasemis #ih sanationals #ih sahorses #ih sasponsors #ih sacoaches #ih sastrong #equestrian #teamwork #athletes
- Use our Photography and Videography guide to create high-quality content for your team's account.



WHAT TO POST

Successful Posts



This post is engaging and relatable, asking the audience a question for participation. The photos are clear and well-lit. Carousels often do better than static posts in the Instagram algorithm. The result is a high engagement rate through shares, comments, and likes.

An Instagram repost from Stanford University produces great results from a wonderful image and a relatable caption.



SPONSOR AWARENESS

Maintain awareness about current IHSA sponsors, giving some priority to team or riders' posts that may also promote one of our sponsors and try not to share a post that may overtly promote, or hashtag a non-sponsor. Feel free to tag the sponsor and include their hashtag to support IHSA's sponsorship efforts.



SOCIAL MEDIA

Protect the IHSA Brand

Maintain high standards in presentation and safety for both horse and rider, both riding and around the barn.

- Professionally attired riders (neat hair, no tank tops, clean boots, etc.). Encourage riders to dress professionally when riding and working in the barn.
- Well-presented horses (horses with hanging knees, dirty horses, ill-fitting tack)
- Professional facilities (no cross rails, dirty/broken fences and rails, fences with no ground rails, muck tubs, piles of poop in the arenas and paddocks, excess clutter that could be unsafe)
- Legally obtained professional photos (no watermarks unless they are provided by the photographer)
- Helmets should always be worn by hunter seat riders and as much as possible for Western riders when riding.



SOCIAL MEDIA

Keep in Mind: Social Media is Public

Keep posts positive. Negative comments about other teams, riders or horses reflect poorly on you, your team and IHSA.



When posting on behalf of your team, use common sense. Do not use profanity, nudity, pictures or references to drugs and alcohol.



Make sure horses have happy expressions and in good health. Refrain from posting any photos showing ribs, poor grooming, or poor expressions. Assumptions can be quickly made and will be a poor reflection of the teams, schools, and the IHSA.

Safety and professionalism should be a priority.

FACEBOOK

Public Pages and Private Groups

It is a good idea to have a public Facebook page for your team as well as any other social media accounts you have. Keep in mind your audience may be different on Facebook and include more parents and coaches than other accounts. This is a great place where a coach or team officer can post pictures, results, and other updates to keep fans and family engaged.



Facebook Groups exclude/limit general public viewing. A Facebook group is a great option for updating the entire team on upcoming events and other reminders. Be sure to make your team-only groups private.

SOCIAL MEDIA

Anchor your Administration

When setting up social media accounts, it is a good idea to assign a sports administrator to own/administrate the team account.

While most teams have a president, captain or coach as administrator, should they leave suddenly, study overseas, etc. without sharing the password, anchoring your administration will avoid headaches.

The team social media administrator can also ensure that the appointed social media team member who will facilitate the account for the season meets these guidelines.

A good way to avoid this common issue is to keep an Evernote notebook shared with officers of your team with social media logins and team brand information within easy reach.



THANK YOU

This is only the tip of the iceberg!

Just like riding and training horses, there is always room to learn and grow. Talk with other photographers. Ask questions. Practice! The joy of the journey is to keep learning!

Thanks for the Photos

Maddy Falkowitz
Stella DiBernardo
Lily Scarth
Jordan Atwell-Purcell

