



New Media and Horse Racing

Growing the popularity of the nation's oldest sport through the use of emerging technology



Background



- Began formally integrating horse racing and social media at Tampa Bay Downs
- Initiated Facebook and Twitter accounts for the track
- Incorporated photos and video into the Tampa Bay Downs social sphere
- Created first Groupon deal for a race track



Background



- Joined the NTRA/America's Best Racing in August 2011; since then, Facebook followers have increased 69.9% and Twitter followers up 90.5%*
- Initiated Pinterest and Instagram accounts for ABR
- Responsibilities include maintaining ABR's digital presence; including website, YouTube, Pinterest, Twitter, Facebook, Flickr, and Instagram accounts

*As of November 28, 2012



Using Facebook to Your Best Advantage



- Facebook has nearly a billion users; 52% of Facebook users are between the ages of 18-34
- Facebook is best used as a means of sharing promotions as well as information on big events and behind-the-scenes vignettes
- Use Facebook to interact via polls, contests and trivia
- Address customers one-on-one to provide the ultimate customer service experience



YouTube: Show off and Share



- Video content is a great way to get your message to as many groups as possible
- YouTube is extremely compatible with all mobile devices
- Share videos of past races, upcoming events, spoofs of popular memes (See the Gangnam Style parody performed by jump jockeys from the UK that has nearly 600,000 views)



Horse Racing and Twitter



- 2012 saw horse racing dominate Twitter, with horses and events trending nationally and worldwide.

#MoviesThatNeverGetOld Santa Anita Derby,
 #PeopleI LoveTheMost Creative Cause and
 John Q I'll Have Another
 Josh Beckett trending

Santa Anita Derby ←

Cabrera and Fielder ←

Creative Cause ←

Have Another ←

#UKCOUNTDOWN

United States trends · Change

Have Another ←

#KentuckyDerby ←

Joey Logano

#DazWazzup

#DearCrush

Jose Valverde

Justin and Jasmine

Adam Dunn

Bodemeister ←

Hornish

I'll Have Another, Kentucky Derby and Bodemeister trending

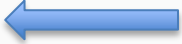


Horse Racing and Twitter



- Worldwide trends · Change
- #FactOrFaked Promoted
 - #asksiva
 - Hunter Mahan
 - #ALKOLyasaklansin
 - #WeWantFRIENDSReunion
 - Kleber Toledo
 - Louisiana Derby
 - Space Jam
 - Paulo Rocha
 - Donkey Punch

Louisiana Derby trends globally



- Worldwide trends · Change
- #doveinspired
 - #10FavouriteNickiMinajSongs
 - Believe You Can
 - #TheWantedFollowMe
 - Tony Travers
 - Brazil Is Ready For Big Time Rush
 - Carolina Dieckmann
 - You Inspire Me
 - Charles Bradley
 - We Dressin

Believe You Can trends globally and nationally



- United States trends · Change
- Believe You Can
 - #HoodSuperHeroThemeMusic
 - #TheWantedFollowMe
 - #10WaysToDie
 - Beastie Boys
 - Watch Boyfriend
 - Adam Yauch
 - The Avengers
 - Cotto
 - Cinco De Mayo

- Worldwide Trends · Change
- #6YearsOfKidrauhl
 - #10ArtistsIWantToMeet
 - #OMovimentoÉSexy1D
 - #wettendass
 - #District3GuessWho
 - Team Damon Salvatore
 - Selenators Are Proud Of Selena
 - Groupie Doll
 - John Simon
 - Hugh Freeze

Groupie Doll trends globally



- Worldwide Trends · Change
- #10ArtistsIWantToMeet
 - #6YearsOfKidrauhl
 - #Cite20MusicasDaDemi
 - #3eeKinVoteDistrict3
 - #OMovimentoÉSexy1D
 - James Arthur
 - Selenators Are Proud Of Selena
 - Mizdirection
 - Greece Supports Bieber And 1D
 - Travis Howard

Mizdirection trends globally





Take Advantage of Trends



- As industry professionals, it is vital to take advantage of trends in order to inform the public about event/horses
- Use tweets with trending word or phrase included as well as a link to a story or photo to drive traffic to your site/social. The goal is to be RT'd and clicked through. Become the authority of the trend.



Take Advantage of Trends



- Include a hashtag that applies to the trend (AKA #KYOaks for Believe You Can trending.) This will provide context for new/casual fan and help you run metrics later.
- Utilize sites like HashTracking.com to find the size of your digital footprint around hashtags.



Take Advantage of Trends

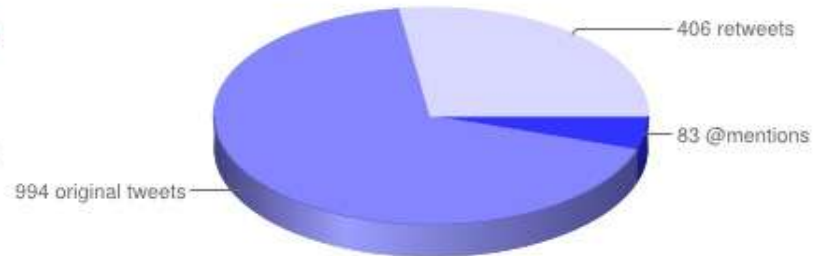


#BC12 HashTracking.com Report

Follow @hashtracking 5,767 f Tweet

1,483 tweets generated 2,233,853 impressions, reaching an audience of 715,704 followers within the past 24 hours

Calculated from up to about 1500 tweets | Generated Sat Nov 03 2012 21:13:59 GMT-0400 (EDT)



less than a minute ago A class gesture: Mike Smith fist bumps congratulations to #BC12 Classic winning jockey Brian Hernandez on the gallop-out turn.



less than a minute ago #Bc12 winning sires: Bowman's Band, Tapit, Mizzen Mast, Harlan's Holiday, Spanish Steps, Teufflesberg, Wiseman's Ferry, E Dubai.



about 1 minute ago Maybe Santa Anita should change all their #BC12 prep races back to their old names #DidntHelpTheHomeTeam



about 1 minute ago Hell yes Fort Larned! #BC12

Top 10 by number of impressions

1. **abrlive**: 300,352
2. **breederscup**: 169,000
3. **bloodhorse**: 146,628
4. **drfinsidepost**: 125,700
5. **mollyjorosen**: 106,148
6. **getyourtipsout**: 90,750
7. **bet365**: 70,479
8. **hrrn**: 58,350
9. **sportinglife**: 58,158
10. **djshrope**: 51,738



Twitter: Best Practices



- Use your social media outlets to generate buzz around tentpole events
- Twitter is a great way to disperse news and updates; Twitter is a real-time medium, like a news ticker
- Use a three-pronged approach: hype before, instant updates during, and comprehensive visual recapping after the event
- Show rather than tell when applicable. Images and video get RT'd more often than plain text.
- Link back to your website in your social to drive traffic to your site



Pinterest: Emerging Social Media



- Look into new and emerging social media as ways to capture a new audience and develop new fans
- Pinterest is a site driven by sharing photos – perfect for horse racing
- Pinterest: 80% of users are women; 56% of Pinterest users are between the ages of 25-44, a vital demographic*
- Pinterest users are educated and fiscally solvent; 60% have some college and 34% earn between \$50,000-\$74,999*

*Stats via Ignite Social Media



Pinspiration: Grow Your Fanbase Through Boards



<p>Racetracks 105 pins</p> <p>Edit</p>	<p>Stylish Ladies 269 pins</p> <p>Edit</p>	<p>Sharp-Dressed Men 145 pins</p> <p>Edit</p>	<p>Jockeys 112 pins</p> <p>Edit</p>	<p>Trainers 28 pins</p> <p>Edit</p>	<p>Farms 79 pins</p> <p>Edit</p>
<p>Owners 17 pins</p> <p>Edit</p>	<p>The Scene 136 pins</p> <p>Edit</p>	<p>Class of 2014 65 pins</p> <p>Edit</p>	<p>Back in the Day 264 pins</p> <p>Edit</p>	<p>Happy Things 118 pins</p> <p>Edit</p>	<p>Horse Racing Viewin... 97 pins</p> <p>Edit</p>
<p>Galloping Out 118 pins</p> <p>Edit</p>	<p>Silver screen 15 pins</p> <p>Edit</p>	<p>Thoroughbred Horse... 614 pins</p> <p>Edit</p>	<p>Interesting and Educ... 30 pins</p> <p>Edit</p>	<p>Notebook 32 pins</p> <p>Edit</p>	<p>Funny 84 pins</p> <p>Edit</p>



Instagram: Easy, Inexpensive and Effective



- Instagram is a photo app that allows users to make and share stylized photos
- The app is free, and can be run entirely from mobile devices (smartphones and tablets)
- Great way to share photos of all aspects of track life: racing, fashion, food, festivals, etc.
- Can share all Instagram content on your Twitter and Facebook accounts automatically
- Hashtags create a search engine to drive people to your stream



Using Instagram to Showcase Your Track



October 2012



September 2012





Moving Forward



- Remember your audience: Your approach to Facebook should be different to your approach to Pinterest, Twitter, etc.
- Are you talking to new or established fans? Make sure that your social media outreach appeals to everyone.
- Be social! Answer fans' questions, comments, grievances, etc. to provide the best customer service possible.