**Top Tips for Team Social Media**

In addition to an official IHSA Facebook (FB) Page [https://www.facebook.com/pages/Intercollegiate-Horse-Show-Association](https://www.facebook.com/pages/Intercollegiate-Horse-Show-Association%22%20%5Ct%20%22_blank) and Instagram (IG) account @rideihsa, 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).

**Make Team Names Searchable**

Avoid acronyms and avoid confusion. Nine teams use BCET (Bard, Bates, Becker, Berry, Bethany, Boston, Bowdoin, Bridgewater, Brockport), 10 use BUET (Bentley, Belmont, Binghampton, Bloomsburg, Boston, Brandeis, Brock, Brown, Bucknell, Butler). Use clear tags, like Seton Hill’s @setonhill.equestrian or Hollins’ @hollinsuniversityriding. Spell out acronyms in an account About section.

**Be Timely**

Old news is no news. If your team had a great show, snap a team picture at the end of the day and post it while an update is still timely and details are fresh in your memory. Remember to credit your photographer too. Smartphone apps allow easy posting instantly.

**Selfies + photos = #hashtags**

Pictures are still worth 1,000 words and increase engagement. Assigning someone to take images or video from shows and events makes a big difference and tagging (#) on IG or FB increases followers. Use our #rideIHSA to allow other teams and riders to see IHSA posts. Create non-acronym hashtags for your own team to share team pride on your own pages and accounts. Create clear and unique hashtags (like Otterbein's @ottertrotters #ottertrotter). A fun hashtag is #BobCacchione (play Where in the World is Bob Cacchione? You're sure to find a selfie or team photo from a show somewhere), or use #IHSANationals, #IHSAsponsors, #IHSAprizes, #IHSAhorses, etc.

**To Tag is to Share**

When you post to IG, you can #RideIHSA and we do our best to share the best shots each week. You should also tag @RideIHSA. Since IHSA IG and FB accounts are linked, the right tag or Share can reach both.

**Public is Public**

Keep posts positive. Negative comments about other teams, riders or horses reflects poorly on you, your team and IHSA. Inside jokes may not read that way on public posts. Use common sense (no profanity, nudity, pictures or reference to drugs and alcohol) when posting on behalf of your team and school.

**Keep a FB Page as well as Group**

A public FB Page, where a coach or team officer can post pictures, results, and updates keeps fans and family engaged whereas Groups exclude/limit general public interest and make it difficult to Share or Post between accounts. Use private Groups for internal information or communication.

**Anchor Administration**

When setting up a FB Page or IG account it is a good idea to have a Sports Administrator 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.