

SOCIAL MEDIA AND THE HBPA

What the NHBPA Offers,
How It Can Help Your Affiliate,
and How to Sign Up

What is Social Media?

- ▣ Social media are primarily Internet- and mobile-based tools for sharing and discussing information among human beings. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and “building” of shared meaning among communities, as people share their stories and experiences. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).
- ▣ Examples:



What Social Media Can Do for Your HBPA Affiliate?

- ▣ Two-way communication with your members and supporters
- ▣ An extremely fast way to communicate information
- ▣ A fast and effective way to dispel rumors
- ▣ Build a sense of community among your members and supporters
- ▣ A low-cost fundraising tool
- ▣ A way to get your point of view out unfiltered by the media

What Social Media Does National HBPA Employ?



National HBPA Blog – *The Horsemen's Daily*: <http://nationalhbpa.blogspot.com/>



National HBPA Facebook Page: <http://www.facebook.com/NationalHBPA>



National HBPA Twitter Feed: <http://www.Twitter.com/NationalHBPA>

National HBPA Blog

- ▣ Used to post news, information, and editorials related to the programs of or industry issues impacting the National HBPA and/or its Affiliates
- ▣ Posts go up minimally every Tuesday and Friday morning – more frequently if we have additional content
- ▣ All HPBA affiliates are eligible and encouraged to submit articles and/or editorials. Rule changes, political call to actions, granting of local races dates, stall application deadlines, etc. are excellent information to submit for posting. Just email it to me and ask me to post it.

National HBPA Facebook and Twitter Pages

- ▣ We use the pages as a news aggregators, posting headlines and links to all the racing industry business news we can find so that you our page/feed followers can find the news all in one place.
- ▣ We update the page/feed Monday-Friday at least once, often twice or more per day. It is updated usually at least once or more every weekend.
- ▣ We can post quick updates from the National HBPA or its affiliates (a few sentences max) at any time, as well as posting updates while in or shortly after industry meetings.

How to Sign Up for Facebook

facebook

Email

☐ Keep me logged in

Password

Login

[Forgot your password?](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free (and always will be)

First Name:

Last Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

Sign Up

[Create a Page for a celebrity, band or business.](#)

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) >>

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How to Sign Up for Facebook

facebook

Email

☐ Keep me logged in

Password

Login

[Forgot your password?](#)



Heading out? Stay connected

Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free (and always will be)

Security Check

Enter **both words** below, **separated by a space**.

Can't read the words below? Try different words or an audio captcha.



Text in the box:

[◀ Back](#)

Sign Up



By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

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How to Sign Up for Facebook

facebook 

Account ▾

Step 1
Find Friends


Step 2
Profile Information


Step 3
Profile Picture

Are your friends already on Facebook?

Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

Find Friends 




 Facebook will not store your password. [Learn More.](#)

[Skip this step](#)

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How to Sign Up for Facebook

facebook   [Account](#) 

Step 1
Find Friends

Step 2
Profile Information

Step 3
Profile Picture

Fill out your Profile Info

This information will help you find your friends on Facebook.

High School:



College/University:

Employer:

[◀ Back](#) [Skip](#) [Save & Continue](#)

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How to Sign Up for Facebook

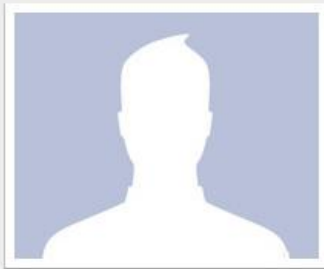
facebook  Account ▾

Step 1
Find Friends

Step 2
Profile Information

Step 3
Profile Picture

Set your profile picture



Upload a Photo
From your computer

OR


Take a Photo
With your webcam

[< Back](#)[Skip](#) **Save & Continue**

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How to Sign Up for Facebook


 Richard, go to barkingshark@yahoo.com to complete the sign-up process.


[Go to your email](#)

[Resend Email](#) · [Change Email Address](#)


facebook   


Search


[Home](#) [Profile](#) [Find Friends](#) [Account](#) 


 **Richard Glover**
[Edit My Profile](#)


Welcome


 News Feed


 Messages

 Events

 Photos

 Friends

 Applications

 Games

[More](#)


[Chat with Friends](#)


[Go Online](#)

Welcome to Facebook, Richard.


1 Search your email for friends already on Facebook

Your Email:

[Find Friends](#) 

 Facebook will not store your password. [Learn More.](#)

2 Upload a profile picture



Upload a Photo
From your computer

OR

Take a Photo
With your webcam




3 Fill out your profile information

Help your friends find you by filling out some basic profile information.

[Edit Profile](#)

4 Activate your mobile phone

- Receive texts with your friends' Status Updates and Messages instantly.
- Update your Status and Message friends using SMS.


  

[Register for Facebook Text Messages](#)




[Already received a confirmation code?](#)

5 Find people you know


Search by name or look for classmates and coworkers.



Your Home Page
[Help](#)

Your **Home Page** displays interesting content from your friends. Share messages and photos with your friends using the **Publisher**.

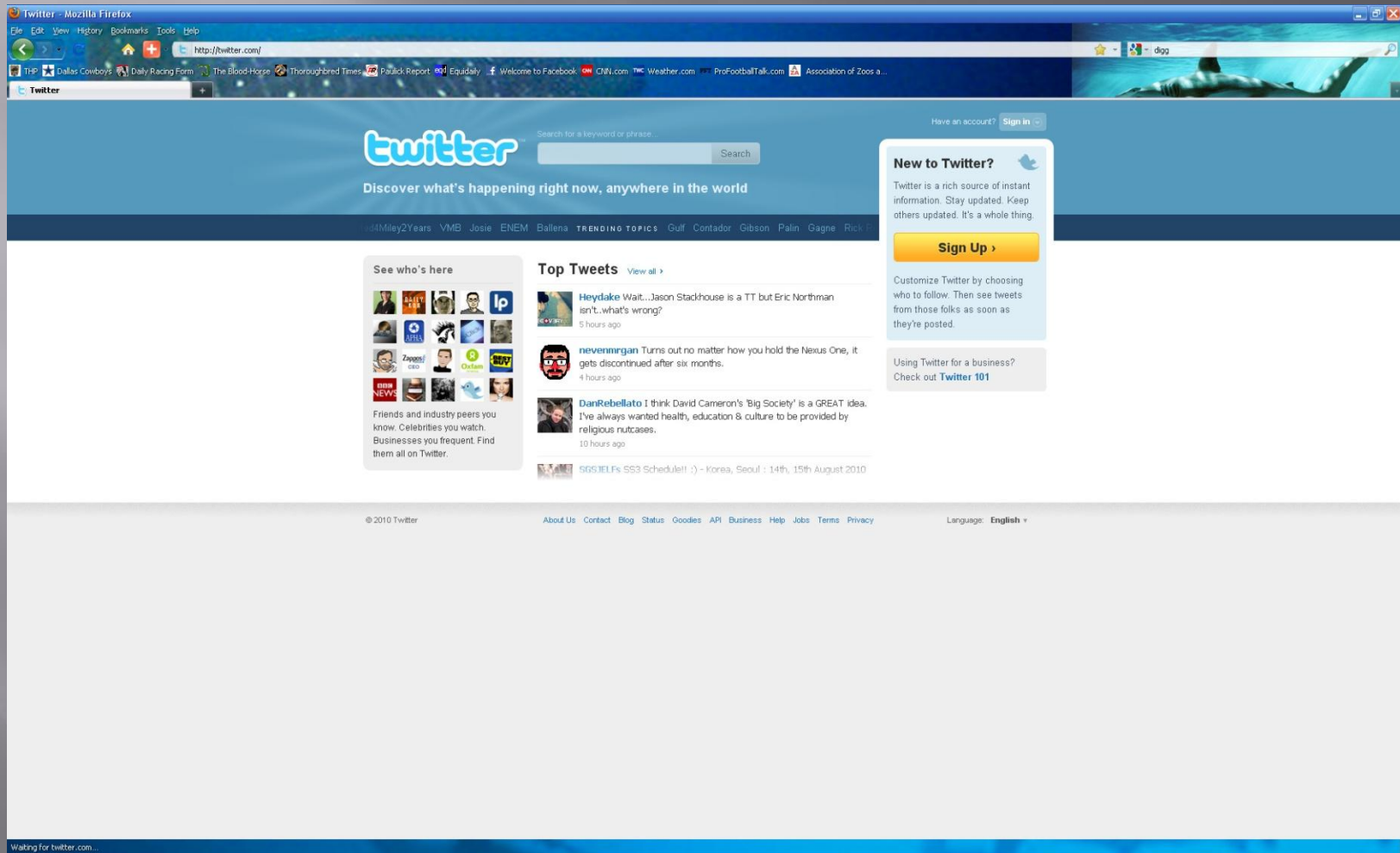
 You control your experience. [Learn more about how privacy works on Facebook.](#)

[close](#)

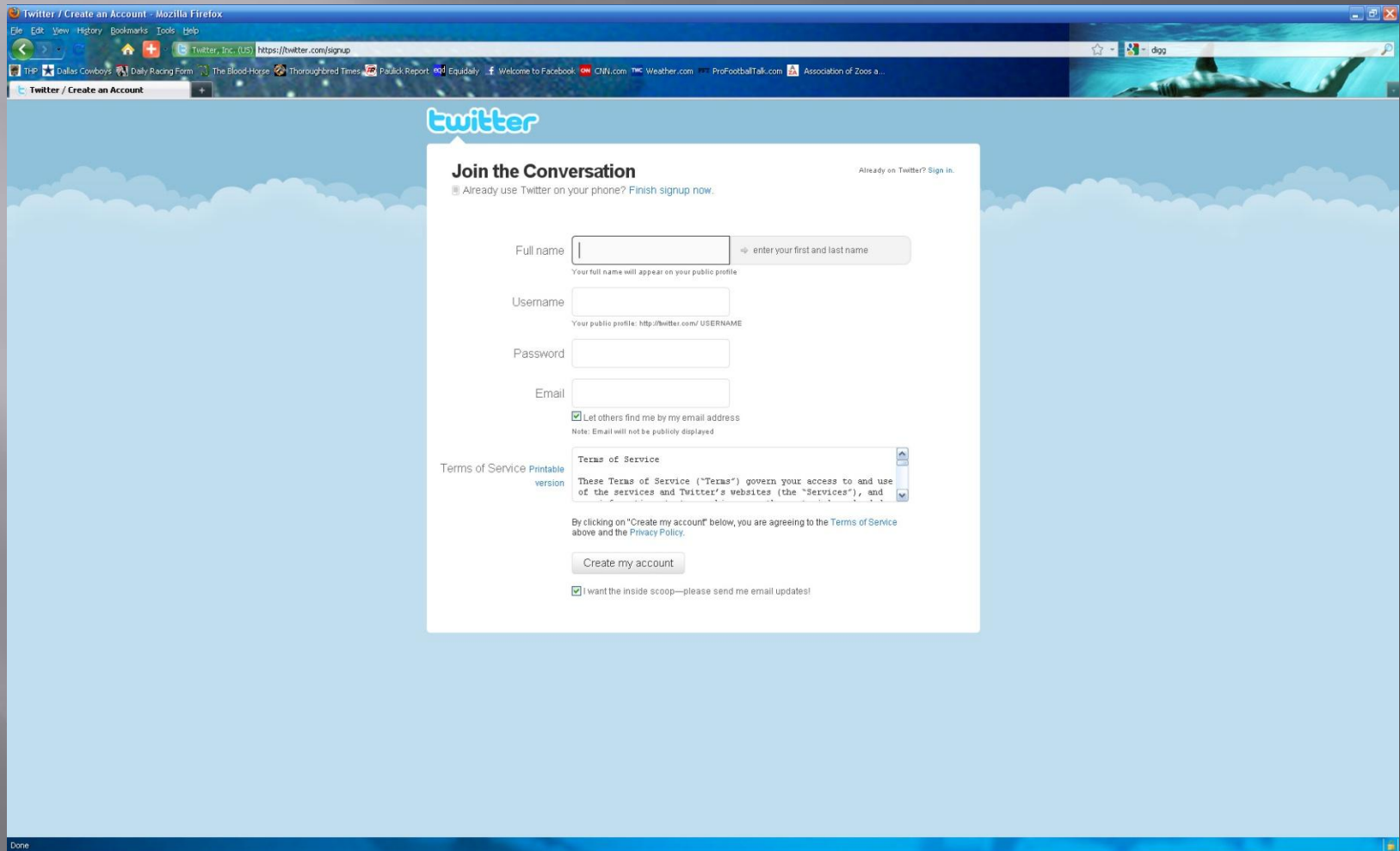
How To Follow National HBPA on Facebook

- ▣ Sign into your Facebook account and type “National HBPA” into the Search bar at the top of the page. Our page and the HBPA logo should come up. Click on the page and then click on the “Like” logo with the thumbs up on it. Or ...
- ▣ Visit www.facebook.com/NationalHBPA and then type your email address and password in at the top to sign into your account. Then click on the “Like” logo with the thumbs up on it.

How to Sign Up for Twitter



How to Sign Up for Twitter



The screenshot shows the Twitter sign-up page in a Mozilla Firefox browser window. The browser's address bar displays the URL <https://twitter.com/signup>. The page features the Twitter logo at the top left and a "Join the Conversation" heading. Below the heading, there is a link for users who already use Twitter on their phone. The sign-up form includes fields for "Full name", "Username", "Password", and "Email". A checkbox is present for allowing others to find the user by email address, with a note that the email will not be publicly displayed. A "Terms of Service" section is also visible, with a link to the "Printable version". At the bottom of the form, there is a "Create my account" button and a checkbox for receiving email updates.

Twitter / Create an Account - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Twitter, Inc. (US) <https://twitter.com/signup> dgg

Twitter / Create an Account

Join the Conversation Already on Twitter? Sign in.

☐ Already use Twitter on your phone? Finish signup now.

Full name enter your first and last name
Your full name will appear on your public profile

Username
Your public profile: [http://twitter.com/ USERNAME](http://twitter.com/USERNAME)

Password

Email

☒ Let others find me by my email address
Note: Email will not be publicly displayed

Terms of Service [Printable version](#)
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

☒ I want the inside scoop—please send me email updates!

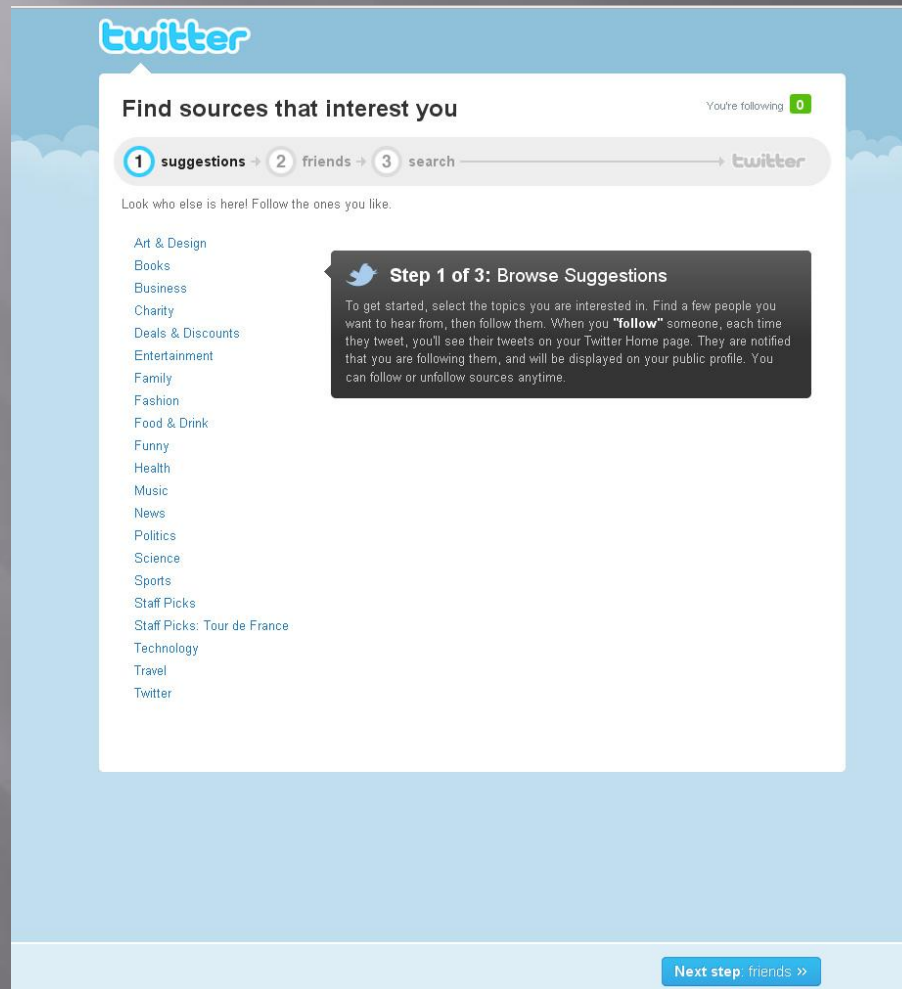
How to Sign Up for Twitter

The screenshot shows the Twitter sign-up page in a Mozilla Firefox browser. The browser's address bar displays `https://twitter.com/signup`. The Twitter logo is at the top left of the page. The main heading is "Join the Conversation". Below it, there is a link: "Already use Twitter on your phone? Finish signup now." The form fields are as follows:

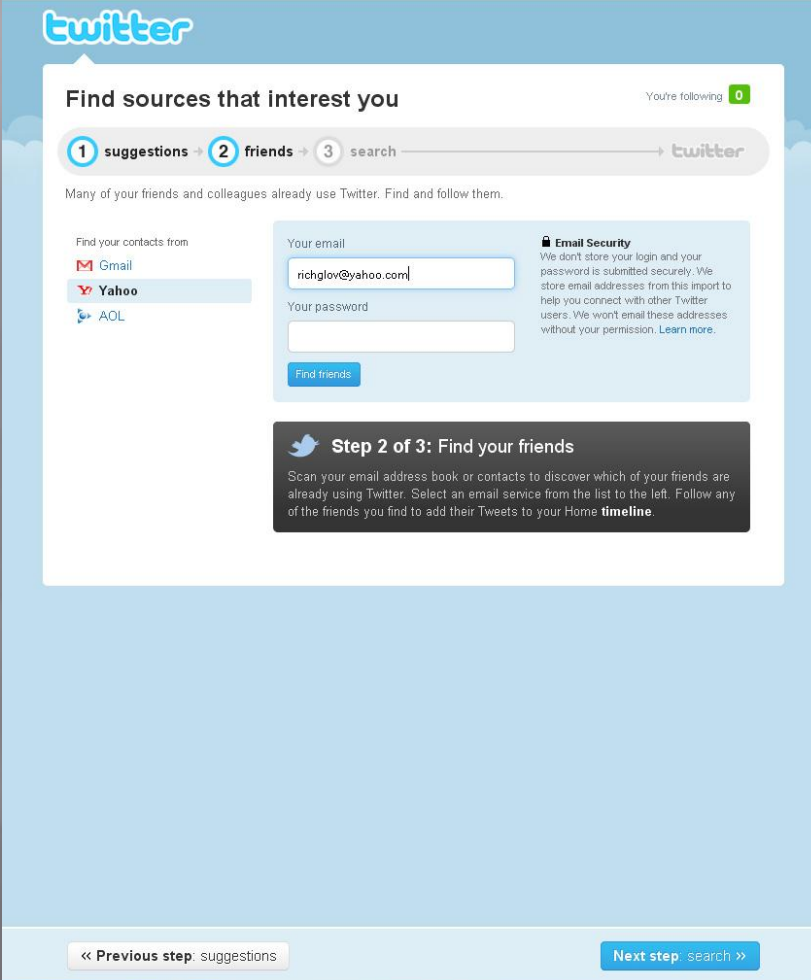
- Full name:** Richard Glover (Status: ok)
- Username:** HBPAcomm (Status: ok)
- Password:** (Status: Very Strong)

Below the password field is a CAPTCHA box titled "Are you human?". It contains the text "samo double" and a "Finish" button. To the right of the CAPTCHA, there are links: "Can't read this?", "Get two new words", "Hear a set of words", and "Powered by reCAPTCHA, Help". At the bottom of the form, there is a checkbox labeled "I want the inside scoop—please send me email updates!".

How to Sign Up for Twitter



How to Sign Up for Twitter



The screenshot shows the Twitter sign-up interface. At the top is the Twitter logo. Below it is the heading "Find sources that interest you" with a counter "You're following 0". A progress bar shows three steps: 1 suggestions, 2 friends (current), and 3 search. Below the progress bar is a message: "Many of your friends and colleagues already use Twitter. Find and follow them." On the left, under "Find your contacts from", are links for Gmail, Yahoo, and AOL. The Yahoo link is highlighted. In the center, there are input fields for "Your email" (containing "richglor@yahoo.com") and "Your password". To the right of the email field is an "Email Security" section with a lock icon and text explaining that login and password are submitted securely and that email addresses are stored to help connect with other users. Below the password field is a "Find friends" button. At the bottom of the main content area is a dark box with the Twitter bird icon and the text "Step 2 of 3: Find your friends", followed by instructions to scan email address books or contacts to discover friends already using Twitter. At the very bottom are two buttons: "« Previous step: suggestions" and "Next step: search »".

twitter

Find sources that interest you You're following 0

1 suggestions → 2 friends → 3 search → twitter

Many of your friends and colleagues already use Twitter. Find and follow them.

Find your contacts from

- Gmail
- Yahoo**
- AOL

Your email
richglor@yahoo.com

Your password

Email Security
We don't store your login and your password is submitted securely. We store email addresses from this import to help you connect with other Twitter users. We won't email these addresses without your permission. [Learn more.](#)

Find friends

Step 2 of 3: Find your friends

Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their Tweets to your Home **timeline**.

« Previous step: suggestions Next step: search »

How to Sign Up for Twitter

The screenshot shows the Twitter sign-up interface. At the top, the Twitter logo is in the upper left. Below it, the heading "Find sources that interest you" is centered, with a counter "You're following 0" on the right. A progress bar below the heading shows three steps: "1 suggestions", "2 friends", and "3 search", with "3 search" being the active step. Below the progress bar, a message reads: "Missing someone? Find people, organizations, or companies that are already on Twitter." On the left, there is a search box with the placeholder text "Who are you looking for?". Below the search box, examples are listed: "Examples: Bill, Bill Smith, or Whole Foods". A blue "Search" button is at the bottom of this section. On the right, a dark grey box contains the text: "Step 3 of 3: Search for anyone". Below this, it says: "This is the last step for anyone we've missed. Search for a username, first name, last name, or business name. Once you're satisfied with the sources you're following, click 'Finish' below to go to your Home timeline. Find more sources to follow anytime by clicking the 'Find People' link at the top of your Twitter home page." At the bottom of the page, there are two buttons: "« Previous step: friends" on the left and "Next step: You're done! »" on the right.

twitter

Find sources that interest you You're following 0

1 suggestions → 2 friends → 3 search → twitter

Missing someone? Find people, organizations, or companies that are already on Twitter.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods


Search

Step 3 of 3: Search for anyone

This is the last step for anyone we've missed. Search for a username, first name, last name, or business name. Once you're satisfied with the sources you're following, click "Finish" below to go to your Home timeline. Find more sources to follow anytime by clicking the "Find People" link at the top of your Twitter home page.

« Previous step: friends Next step: You're done! »

How to Sign Up for Twitter




Home Profile Find People Settings Help Sign out

Please confirm your account — a confirmation message was sent to richglov@yahoo.com
Until you confirm, you will have limited access to certain features on Twitter. [Learn more](#)
[Resend confirmation](#) - [Change email address \(Settings\)](#)


What's happening? 140

Share your first tweet with the world! Tweet

Home

 **What to do now:**

1. Tell us what **you're** doing in the box above
Note that your tweets will be available publicly. You can make your tweets private on your [account page](#).
2. Find some friends and follow what **they're** doing
3. Turn on your mobile phone to update your friends on the go

 **HBPAcomm**
0 tweets

0 following

0 followers

0 listed

[@earlybird](#)
n. deals, sneak-peeks, and events promoted by Twitter.


Home


[@HBPAcomm](#)

Direct Messages 0

Favorites


Retweets



Lists 

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

[New list](#)

Trending: Worldwide 

Change

Randy Orton

Inception

Mercury Prize

#whereimfrom

#ineverunderstoodthat


#idf

Дождь

Mumford

Tourmalet

Scientology

Following 

How To Follow National HBPA on Twitter

- ▣ Sign into your Twitter account, click on the “Find People” link at the top, and while in the “Find on Twitter” tab, type “NationalHBPA” (no spaces) into the Search bar. Our page and the HBPA logo should come up. Click on the link to our page and then click on the “Follow” logo with the head and shoulders on it. Or ...
- ▣ Visit www.twitter.com/NationalHBPA and then click on “Sign In” on the top right. When the sign in drop down box appears, type your email address and password in at the top to sign into your account. Then click on the “Follow” logo with the head and shoulders on it.

Social Media Is Where Technology is Heading – Don't Be Left Behind!

- ▣ If you and your organization aren't on Facebook, you are already behind the times. Consider that Facebook currently has over 400 MILLION active users, and 50% of those users sign into their account on any given day. People spend over 500 BILLION minutes per month on Facebook.
- ▣ Twitter has over 190 monthly users.
- ▣ If you do sign your organization up on a social media site, it is ESSENTIAL that you update your page/feed on a REGULAR basis (can be news, photos, links to other places/articles on the web, etc.)
- ▣ Be sure to promote your social media on your website and on any printed material you mail to your members (put at least "Follow Us on Facebook (or Twitter, etc.) and a logo for that social media site).