

The word "twitter" in its signature light blue, rounded font with a thin white outline and a subtle drop shadow.

# Twitter & the HBPA

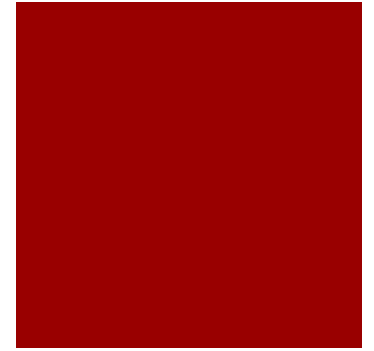
Reaching Horsemen Quickly & Building Community

# What is Twitter?

- **Twitter** is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 300 million users as of 2011, generating over 300 million tweets and handling over 1.6 billion search queries per day.  
- Wikipedia

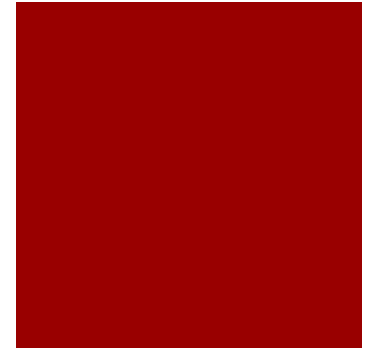


# How Does Twitter Work?



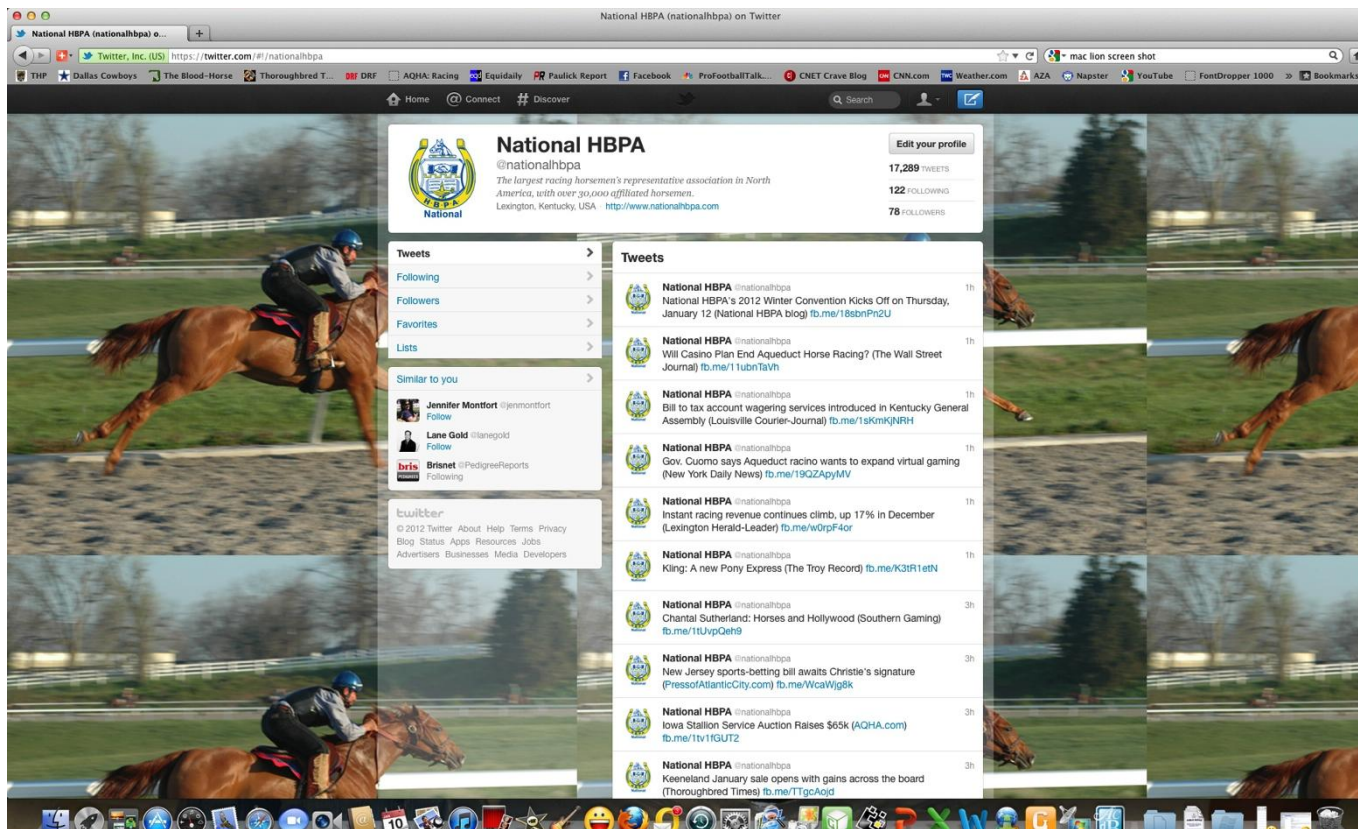
- Twitter updates, often called Tweets, are 140 characters or fewer, and share interesting information with the world.
- Twitter posts can include hyperlinks to pictures or web pages with more extensive information you.
- You can set up a Twitter account with a mobile phone to text message Tweets, and you can set up your Facebook and Twitter accounts to post your messages on both sites.
- Your posts are public for the world to see.
- People can subscribe to your Twitter feed, and they will then receive your Tweets in their home page, phone, or any application (like Tweetie, TweetDeck, etc.) that they use.

# Who in Racing Uses Twitter?

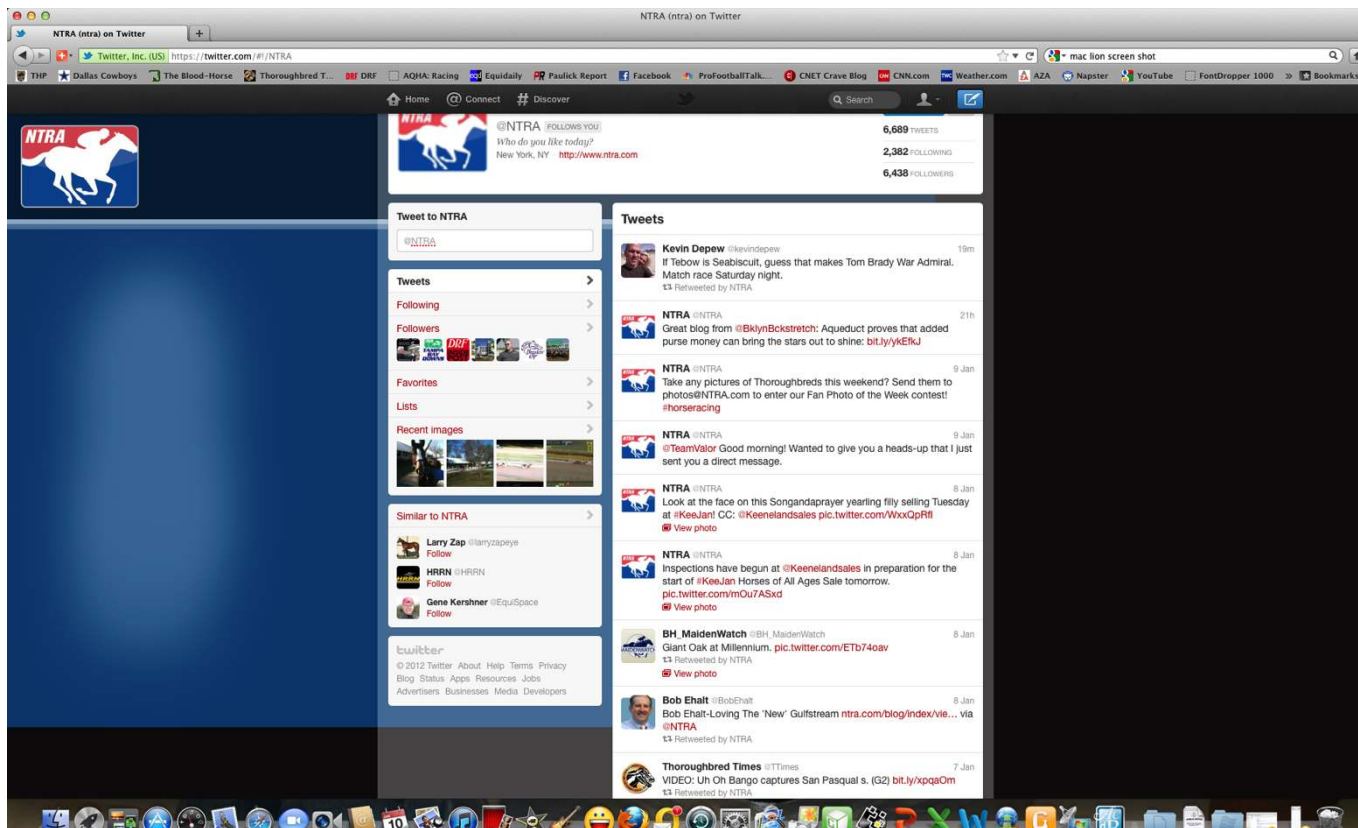


- Racetracks
- Trainers (Bob Baffert, Graham Motion, Kenny McPeck, etc.)
- Racing Partnerships (Team Valor, Dogwood Stable, etc.)
- Publications and Journalists
- Sales Companies and bloodstock agents (Fasig-Tipton, Keeneland, etc.)
- Organizations (NHBPA, TOC, NTRA, TVG, HRTV, etc.)
- Individual horsemen and fans

# National HBPA's Twitter Page



# NTRA's Twitter Page



# Santa Anita's Twitter Page



# Bob Baffert's Twitter Page




# TOC's Twitter Page

Twitter / People NTRA is follow... x Tbred Owners of CA (tbredownersofca) on Twitter

Twitter, Inc. (US) <https://twitter.com/#!/TbredOwnersofCA>

THP Dallas Cowboys The Blood-Horse Thoroughbred T... DRF AQHA: Racing Equidaily Paulick Report Facebook ProFootballTalk... CNET Crave Blog CNN.com Weather.com AZA Napster YouTube FontDropper 1000 Bookmarks

Home Connect Discover Search

 **Tbred Owners of CA**  
@TbredOwnersofCA

Following 65 TWEETS 755 FOLLOWING 799 FOLLOWERS

Tweet to Tbred Owners of CA

Tweets

Following

Followers

Favorites

Lists

Similar to Tbred Owners of CA

Gene Kershner @EquiSpace Follow

Brian Hoffacker @Ghostzapper04 Follow

Josh Dutzy @JoshD3173 Follow

twitter

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Tweets

Tbred Owners of CA @TbredOwnersofCA 9 Dec  
TOC Members: Please be sure to send your ballots back today! Every vote counts! If you need a replacement call us at 626-574-6620.

Tbred Owners of CA @TbredOwnersofCA 27 Oct  
RIP Mace Siegel. Thanks for everything.

Tbred Owners of CA @TbredOwnersofCA 14 Aug  
TOC MEMBERS: The So Cal Annual Meeting and Handicapping Contest are next Saturday, 8/20. Visit [www.toonline.com](http://www.toonline.com) for more info!

Tbred Owners of CA @TbredOwnersofCA 28 Jul  
Don't forget: TOC's So Cal Annual Meeting is 8/20 at Del Mar. Visit [www.toonline.com](http://www.toonline.com) for more info.

Tbred Owners of CA @TbredOwnersofCA 20 Jul  
Wishing everyone a wonderful Del Mar season! Reminder: Our Annual Meeting and Owners' Challenge Handicapping Contest are Aug. 20th.

Tbred Owners of CA @TbredOwnersofCA 28 May  
TOC Director Profile: Dr. Mark Dedomenico [http://www.toonline.com/dredomenico\\_profile](http://www.toonline.com/dredomenico_profile) <http://fb.me/Mq2Y171V>

Tbred Owners of CA @TbredOwnersofCA 26 May  
Hey fans! Please make sure you "friend" us, as well! <https://www.facebook.com/TBOWnersofCA> <http://fb.me/10mH1AWEu>

Tbred Owners of CA @TbredOwnersofCA 21 May  
TOC Director Profile: Pablo Suarez [http://www.toonline.com/directorprofile\\_suarez](http://www.toonline.com/directorprofile_suarez)

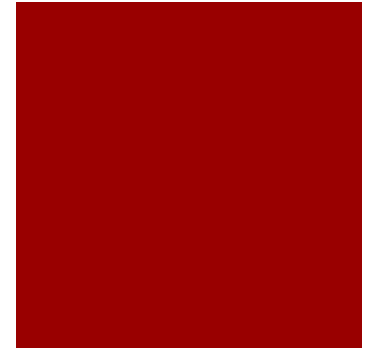
Tbred Owners of CA @TbredOwnersofCA 1 Apr  
Join us at Golden Gate and Santa Anita tomorrow at 8am for our "Derby Fever" Ownership 101 Seminar! <http://www.toonline.com>

Tbred Owners of CA @TbredOwnersofCA 17 Feb  
Jack Owens Named TOC Chairman <http://www.toonline.com>

# Kent Stirling's Twitter Page



# How Is Twitter Good for My HBPA?



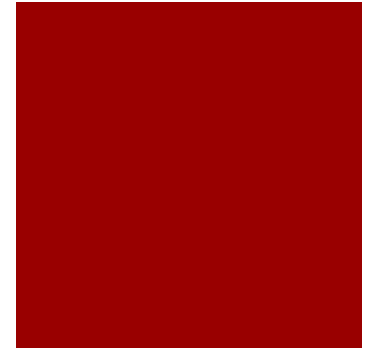
- Disseminating news quickly
- Dispelling rumors
- Gathering support for legislative issues quickly
- Reminders of deadlines and events
- Builds community: open 2-way line of communication between your HBPA and the public/members
- Increased visibility & appearance of being progressive and more transparent & communicative
- Much cheaper than printing and mailing

# Example: Twitter as a Useful Legislative Tool



- Let's say you are a horsemen's group with 1,500 members, and one-third of them (500) are following you on Twitter.
- You have a hearing for an important bill set by your state legislature with only two days notice, and you need a big turnout of horsemen.
- You Tweet about the meeting and urge members to come with as many people as possible to represent the industry, and over 100 turn out – some horsemen and some are other interested parties that saw the news because some of your horsemen re-Tweeted the message to their followers.
- You did not have to plan and execute a phone or email campaign and use a lot of personnel resources that needed to focus on other aspects of the upcoming meeting, and you ended up with a great turn out.

# Signing Up for a Twitter Account



- It's 100% free
- All you need to sign up is an email address
- You can upload a photo or logo
- Your username should be your organization's name because the URL for your page will be <http://www.twitter.com/username>
- You can add your own background/background image(s)