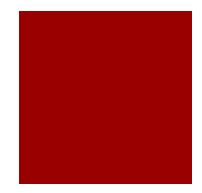


Twitter & the HBPA

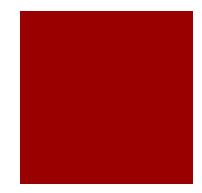
Reaching Horsemen Quickly & Building Community



What is Twitter?

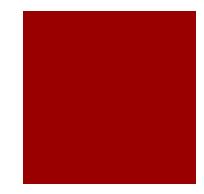
Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over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

- Wikipedia



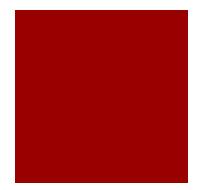
How Does Twitter Work?

- 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.

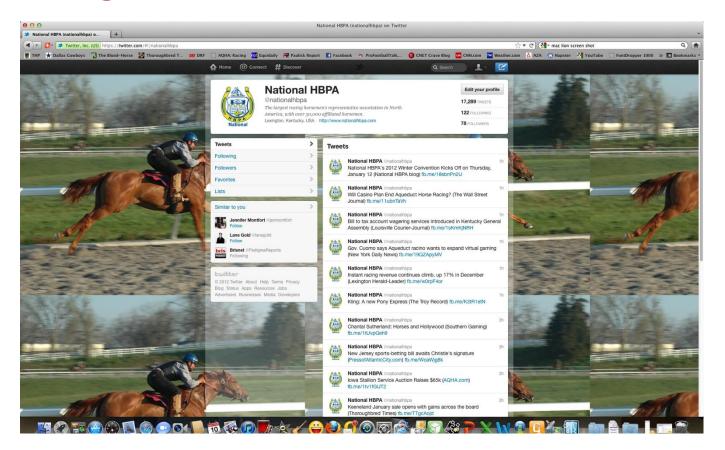


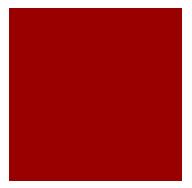
Who in Racing Uses Twitter?

- Racetracks
- Trainers (Bob Baffert, Graham Motion, Kenny McPeek, 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

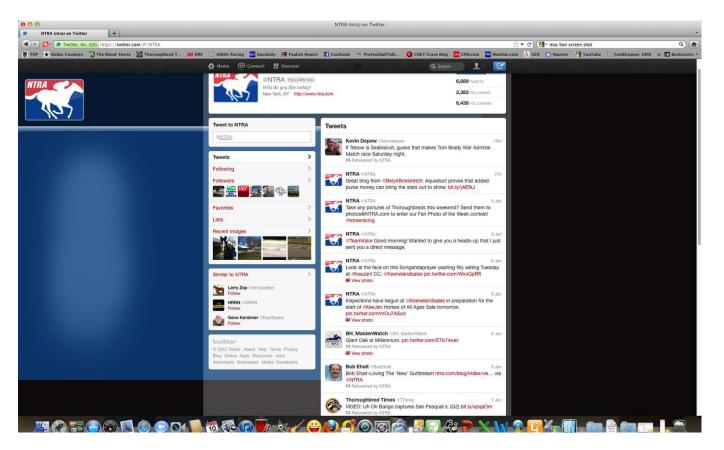


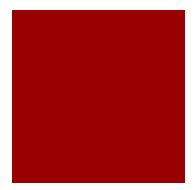
National HBPA's Twitter Page





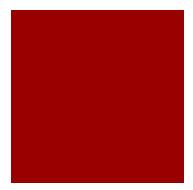
NTRA's Twitter Page





Santa Anita's Twitter Page

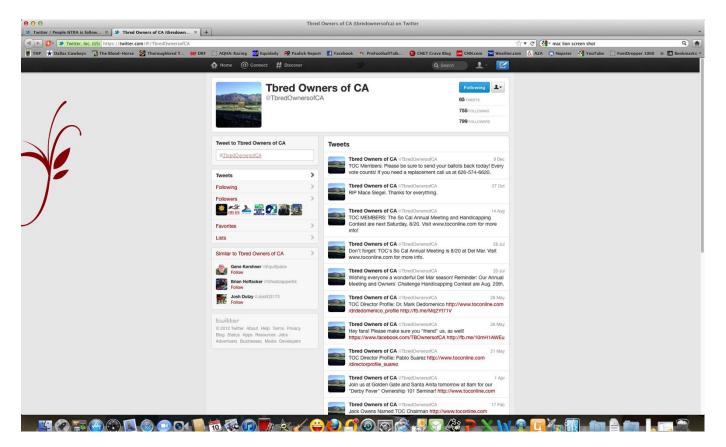
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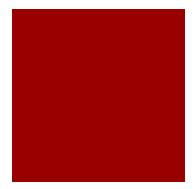


Bob Baffert's Twitter Page

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	eMidnightikde	Fed Biz looks like nice Derby prospect.	30 Dec
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	Following	The Factor, 3 year old Champion???	28 Dec
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	Ed Grevelis ittgrevelis Follow Simon Bray @SimonTVG Follow Scott Luksh @BrooklynSeint	Bob Baffert @Mchightute Very sad to hear that we lost Indian Charlie. Gave us all great memories. Great Torse and Sire.	15 Dec
	Ewitter 2012 Twitter About Help Terms Privacy	Bob Baffert @Mchightute Very sad day today. Just put our 9 year old Boxer Derby to slee was chrushing.	5 Dec p. It
	Blog Status App Resources Jobs Advertisers Businesses Media Developers	Bob Baffert @Mchightute Just had Breakfast at the Cracker Barrel, Highlight of trip. Can't It.	6 Nov Deat
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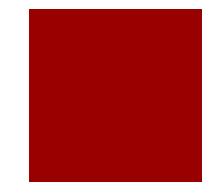
TOC's Twitter Page





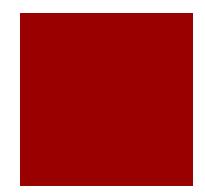
Kent Stirling's Twitter Page

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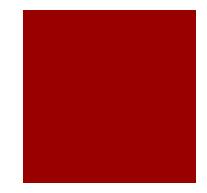
How Is Twitter Good for My HBPA?

- 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 <u>http://www.twitter.com/username</u>
- You can ad your own background/background image(s)