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Social Media Tip Sheet

We want to help you promote the American Saddlebred and yourself!

Below is a list of #hashtags that are currently most popular and frequently used on Instagram, Facebook, and Twitter. When posting pictures or videos use this list as a guide to help you reach more people. Tagging people, mentioning other accounts or adding locations to your posts is also a great technique for expanding your reach. This will connect your account to other associations, publications, accounts, venues, and trends that can help you reach new people.

Saddlebred Hashtags to Use

- #asbdreams
- #sharethesaddlebred
- #asbbornthisway
- #saddlebredsaturday
- #asbversatility
- #americansaddlebred

Equestrian Hashtags to Use

- #equine
- #equestrian
- #equestriansofinstagram
- #equestrianlife
- #equestrianstyle
- #horse
- #horses
- #horsesofinstagram
- #horselove
- #instahorse
- #horselover
- #horselovers
- #horsemanship
- #horsephotography
- #horseriding
- #pony

Discipline Hashtags to Use

- #dressage
- #dressagehorse
- #equitation
- #equitationhorse
- #huntseat
- #hunterjumper
- #saddleseat
- #showjumping
- #showjumper
- #western
- #westernhorse
- #workingequitation

ASHA accounts to tag & mention

FB: American Saddlebred Horse Association
IG: @saddlebredhorseassoc
TW: @saddlebredhorseassoc

Connect your post to more accounts at events

- Look if the show or event has an account
- Check- in(FB)/tag or mention(TW/IG) location
- Tag or mention products, local public figures or organizations

Ex: Ariat, Walsh, Mayor, Chamber of Commerce etc.

