

Tools You Can Use



How to maximize your Social and Digital media approach.



WOODBINE



BREEDERS' CUP





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**PUNT
CLUB**

**What is YOUR
biggest Social/
Digital media
pain point?**





Strategy

- A Full Year Plan
- Brand Messaging
- Creative Content Ideas
- Key Dates / Timelines
- Content Calendar, Weekly / Monthly Themes
- Run of Show for Events
- Reporting / Optimization

GSS Travel/Working Schedule BC17

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

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fx SS,MD

	A	B	C	D	E	F	G	H	I	J
1	#BC17 Breeders' Cup GSS Run of Show Daily Schedule									
2	Copy for #BC17 Run of Show			https://docs.google.com/document/d/1nSxgtPdFQrCbWcfjB6p5gw64w8WpM12FGXIDZINU9E/edit						
3	NBC livestream links			Friday: http://stream.nbcsports.com/horse-racing/?pid=38088 Saturday: http://stream.nbcsports.com/horse-racing/?pid=38089 Classic: http://stream.nbcsports.com/horse-racing/?pid=38090						
4	Tagboard info:			https://docs.google.com/spreadsheets/d/1tZi7Fx3e0eAs1yiOn3ZRuYe4FHTUXbv8Fuc-gplo05k/edit?usp=sharing						
5	Day	Date	Time	Post	Event	Location	Platform	Team Member	Notes	Link
53			2:10 PM	Paddock Race 6: Breeders' Cup Juvenile Fillies Turf	Breeders' Cup Juvenile Fillies Turf		periscope, Instagram, Snapchat	SS,MD	Mike has cam on / Horse: Moon Dash	
54		POST TIME	2:25 PM	Instant Replay, NBC interview	Race 6: Breeders' Cup Juvenile Fillies Turf	Truck	Twitter	MM		
55			2:25 PM	Congrats Graphic	Race 6: Breeders' Cup Juvenile Fillies Turf		Twitter	JC		
56			2:30 PM	Breeders' Cup Juvenile Fillies Celebrations	Breeders' Cup Juvenile Fillies turf Celebrations	Winners Circle	insta, snap, periscope	AC, KC, JM		
57				Champions Terrace Interviews	Champions Terrace Interviews	Champs Terrace	Periscope	MD, SS		
58			2:42 PM	Richie Sambora Performance		Winners Circle	Cloud - Twitter, Insta, Snap	KC, AC - Periscope		
59			2:45 PM	Infield Scenes	Scenes/ Lifestyle	DMTC	Cloud, IG stories, Snapchat, Twitter		* Be sure to get Pepsi Activation: @GloriaMuriel is painting mural	
60			2:55 PM	Paddock for Race 7: Las Vegas Breeders' Cup Dirt Mile	Las Vegas Breeders' Cup Dirt Mile		insta stories, periscope	MD,SS	RWTS winners will watch this race with Bob in his box	Mikey has cam / Horse: Mor Spirit
61			3:00 PM	RWTS Bob Baffert Watching the Mile	Las Vegas Breeders' Cup Dirt Mile	Box 14B		Ernie		
62		POST TIME	3:05 PM			Truck	Twitter	MM		

Social Media Handles Christine A Moore Schedule BC Working H

#BC17: Del Mar Racetrack Run of Show

5:17 PM Race 10: Senator Ken Maddy Stakes

*** Post Times, Race Order and Under-card Races are tentative

5:30 PM - 10:00 PM : Bash at the Beach presented by TCA - Barn at the Beach

5:55 PM: Sunset (ALL)

Sat. Nov 4: #BC17 Saturday

For Facebook:
 It's Breeders' Cup SATURDAY. We'll be featuring select #BC17 races AND exclusive jockey cam footage from the helmet of Hall of Fame jockey, Mike Smith! Watch the \$2M Filly & Mare Turf and the \$6M Classic live from Mike Smith's point of view. For full race coverage, tune into NBCSN from 2-8PM ET and NBC from 8-9PM ET.

Mike and Birdie Gold take on the BC17 Filly & Mare Turf

Tune In Video - Drive to NBC to Watch BC17 LIVE Show (FB/Per/You) - 8 hour access

Scenes Album

Classic Replay

Official Highlight Video from Full Day (individual Replays will be posted the week after as "In Case You Missed It's")

6:00am - 9:00 AM: Scheduled content recaps from Friday

10:10 AM Race 1: Goldikova Stakes

10:45 AM Race 2: Golden Stakes Juvenile Stakes

11:20 AM Race 3: Qatar Juvenile Turf Sprint Stakes

Opening Ceremonies

12:00 PM Race 4: The 14 Hands Winery Breeders' Cup Juvenile Fillies

Paddock Periscope: Horses in the paddock for @14HandsWine #BC17 Juv. Fillies. Watch LIVE @NBCSN: <http://bit.ly/2A6xNOV>

WC Periscope: Celebrations from @DelmarRacing for #BC17 @14HandsWine Juv. Fillies winner, (Horse name)!

Champions Terrace Periscope: Congratulations to the connections of Champion, (Horse name) winner of the #BC17 @14HandsWine Juv. Fillies! (tag social handles here)



Management Tools

- Scheduling
- Monitoring
- Engaging
- Reporting

The screenshot displays the Sprout Social interface for the 'Breeders Cup' account. The top navigation bar includes 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'LISTENING', and 'REPORTS'. The main view is a calendar for the week of November 26, 2017, showing posts scheduled for each day. The right sidebar provides filtering options for 'DATE RANGE' (11/26/2017 to 12/02/2017), 'FILTERS', 'TAGS', 'PROFILES' (including @BreedersCup, Breeders' Cup World Champions, and breederscup), and 'MESSAGE TYPES' (Queued Messages, Scheduled Messages, Drafted Messages, Sent Messages). An 'Export' button is located at the bottom right of the sidebar.

This screenshot shows a detailed view of a social media post interaction. The main post is from 'ZayatStables' regarding a Breeder's Cup Turf winner. A context menu is open, offering actions such as 'Direct Message', 'Retweet', 'Advanced Retweet', 'Like', 'Email Message', 'Translate to EN-US', and 'Report as Spam'. A 'Twitter Lists' panel is also visible, showing the 'Breeders' Cup Jockeys & Horses' list.

Apps

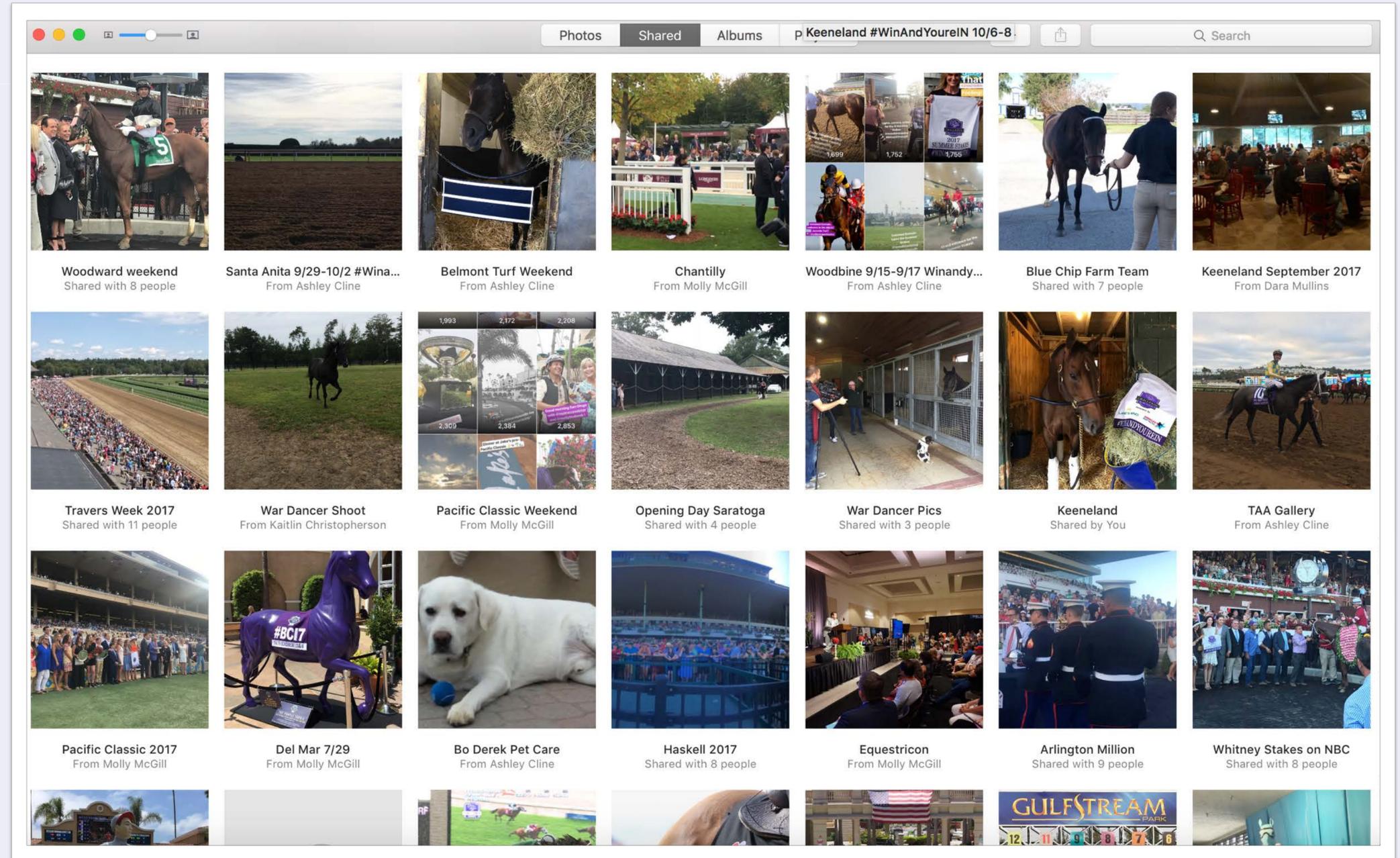
- **Loom: Snapchat style virtual filters**
- **Canva: Photo & presentation creator**
- **Snapseed: Photo editor**
- **Clips: Square video editor**
- **Bynd: Custom social feed curator**
- **TouchRetouch: Photo editor**
- **Hyperlapse: Timelapse video**





Your Community

- Content Sharing
- Social Media “Phone Tree”





Your Brain... (And Google)

- Stay educated!

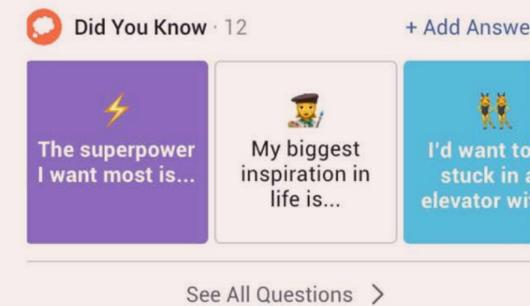
ADWEEK®



Instagram Just Introduced Two Ways to Keep Stories Around for More Than 24 Hours

Stories can be added to users' Archives or to a new Highlights space on their profiles.

By David Cohen | 22 hours ago



Did You Know That Facebook Rolled Out a New Feature?

Did You Know enables users to answer "fun or thought-provoking" questions about themselves.

By David Cohen | 17 hours ago



What is YOUR biggest Social / Digital Media hurdle?

