



# Increasing Your Online Presence

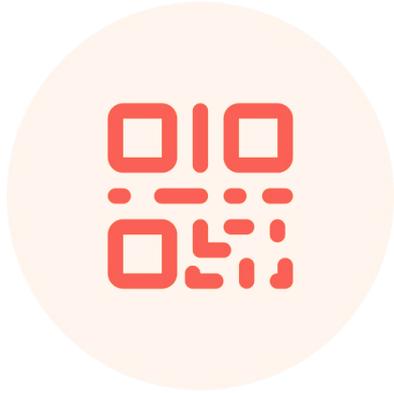
Julie Jones



Just a little bit about me . . . .



slido



**Join at [slido.com](https://www.slido.com)  
#3065270**



① Start presenting to display the joining instructions on this slide.

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# What Social Media Platforms do you personally use?

① Start presenting to display the poll results on this slide.

How did the girl with only one social media account come to teach this class?



# WRITE ON FUNDRAISING



# Two Avenues to Consider

Website and Search  
Engines

Social Media

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# How Healthy is your website?

① Start presenting to display the poll results on this slide.

The creepy, crawlies you want to attract



# Regular Updates and Domains as Hashtags

About 11,500,000 results (0.73 seconds)

# Therapeutic Riding

Rating: [dropdown] Hours: [dropdown]

**The Right Path**  
4.8 ★★★★★ (30) · Non-profit organization  
16620 Old Shamrock Hwy · (918) 352-4110  
Closed · Opens 9AM Mon  
"William's Walk Therapeutic Riding and Cart Driving served five ..."

Website Directions

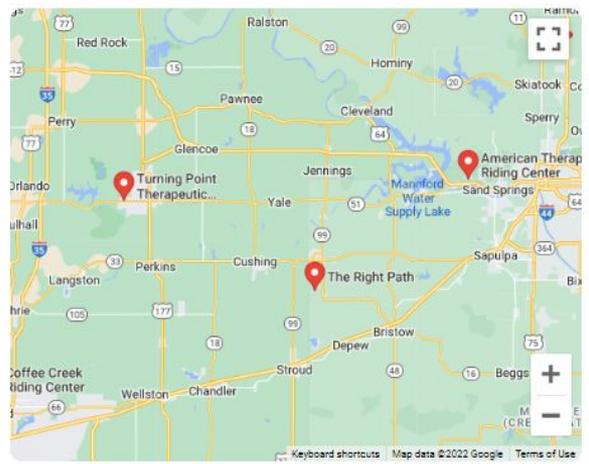
**American Therapeutic Riding Center**  
5.0 ★★★★★ (10) · Horse riding school  
Sand Springs, OK · (918) 246-9450

Website Directions

**Turning Point Therapeutic Horsemanship**  
5.0 ★★★★★ (13) · Non-profit organization  
Stillwater, OK · (405) 269-2225  
Closed · Opens 12PM Mon  
"Lovely place providing equine therapy."

Website Directions

More places



## People also ask

What is therapeutic riding used for?

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**What are some key words or phrases you think would be entered into a search engine if someone was looking for you?**

① Start presenting to display the poll results on this slide.

# The B.A.S.I.C. Plan for Social Media Success

This formula was developed by Write ON Fundraising and used with their permission for this presentation

MONTH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Develop a monthly theme or focus and use it consistently across all platforms.

Plan ahead for what you will be posting.

Post consistently.

Use your logo in posts whenever possible.

Use hashtags that are general enough they may show up when someone searches, but specific enough that your follows relate that phrase to your center.

Have a Budget.

# How Do you Decide What To Post?

B - Build Awareness

A - Advance Knowledge

S - Sustain Relevance

I - Initiate Action

C - Champion Advocacy

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# B - Build Awareness



**Empowerment**



**#TellMeAStory**

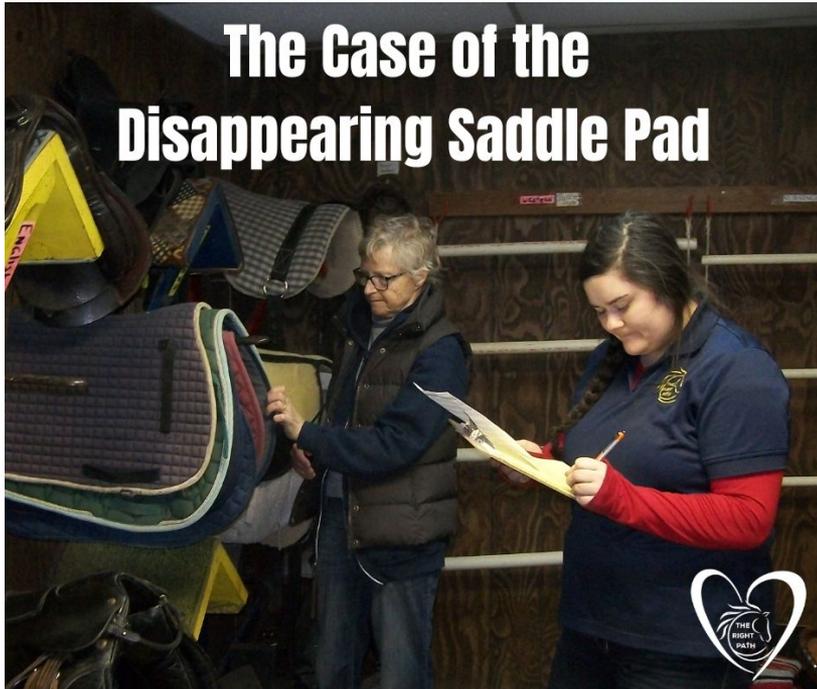


**THERAPEUTIC  
EQUINE-ASSISTED  
SERVICES**

**MISSION  
POSSIBLE**

To empower people with disabilities and challenges to reach for their highest potential with the help of a horse.

# A -Advance Knowledge



**William  
and  
Cookie**



**Best  
Friends!**



# S - Sustain Relevance



## **I saw a Child!!!!**

I saw a child who couldn't walk  
Sit on a horse, laugh and talk  
Then ride it through a field of daisies  
And yet he could not walk unaided

I saw a child, no legs below  
Sit on a horse and make it go  
Through woods of green  
And places he had never been  
To sit and stare, except from a chair

I saw a child who could only crawl  
Mount a horse and sit up tall  
Put it through degrees of paces  
And laugh at the wonder on our faces

I saw a child born into strife  
Take up and hold the reins of life  
And that child was heard to say  
**THANK GOD** for showing me the way!!!

~ By John Anthony Davie  
English Therapeutic Riding Instructor

# I - Initiate Action



THE RIGHT PATH  
THERAPEUTIC EQUINE-ASSISTED SERVICES



## WE NEED YOU!

**Mark your calendars!**  
**September 6th at 6pm - 9pm**

Volunteer training for Fall Semester

No horsemanship experience necessary!

Have a love for horses and working with kids? Come out and join us!



**"But Mom!  
They said I could have  
a free t-shirt  
if I sent my payment  
for the Trail Ride  
by March 15th!"**



William's Walk  
Memorial Trail Ride  
2022

# C- Champion Advocacy

Why NCCC is important to The Right Path



AmeriCorps

NCCC is important to The Right Path because they provide a hard working team to help the staff care for the horses and the ranch. We are very thankful for their hard work!



# Final Tips and Tidbits



The screenshot shows the Facebook Business Suite interface. At the top, the browser address bar displays "business.facebook.com/latest/content\_calendar?nav\_ref=profile\_plus\_admin\_tool". The page title is "Meta Business Suite" with a subtitle "calendar by creating, scheduling, and managing your content." A "Create" button is in the top right. The main area shows a calendar for "June 2022" with a grid of content items. The items are scheduled for various times on different days, including 5:01 PM, 2:04 PM, 11:07 AM, 4:14 PM, 11:52 PM, 7:00 PM, 11:09 AM, and 4:14 PM. Each item has a thumbnail and a like count. On the right, there is a "Moments" section for "Jun 2022" with 6 upcoming moments. The first moment is for "Tue, Jun 14 Flag Day" with a description: "Because of our donors, this little guy started riding this week. Take a few minutes to schedule a post or story." Below the description is a "Schedule" dropdown menu and a "See Templates" button. The bottom of the screenshot shows the Windows taskbar with the search bar, taskbar icons, and system tray showing "76°F Clear" and "11:57 PM 6/10/2022".



Thank you for coming!

Make sure you check out the Region 8  
Facebook page at

<https://www.facebook.com/PATHIntlRegion8>

To stay in touch with what is happening around  
the region.