



National Horse Show

# Media Report

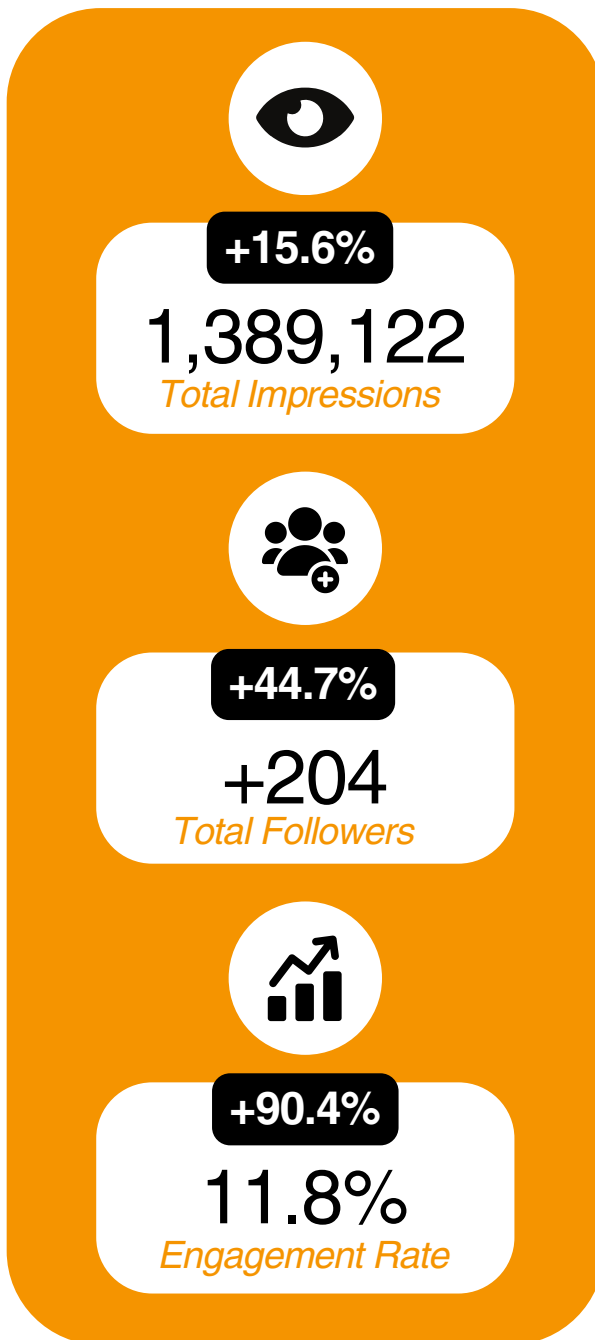
2023

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Prepared for  
**National Horse Show**

# Social Media

## Instagram 2023 vs 2022

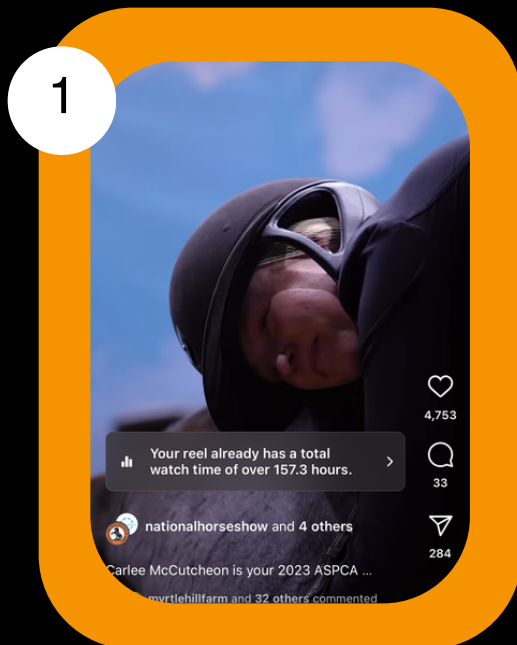


### Less MIGHT be more.

Overall in 2023, NHS posted 6.5% less than in 2022 and posted better numbers across the board. Key highlights include a spike in the engagement rate in posts. This measures the number of times users engaged with NHS content as a percentage of impressions. This indicates how engaged people are with the NHS brand.

In comparison to 2022, NHS posted more reels in 2023 leading to the conclusion that movement is more powerful than volume or number of posts, and it allows our followers to engage in a meaningful way, making them want to return to the profile.

# Top Performing Show Posts 2023



Maclay Reel

▶ 94.8K ❤️ 6,722

💬 37 📩 326



Alex Matz Reel

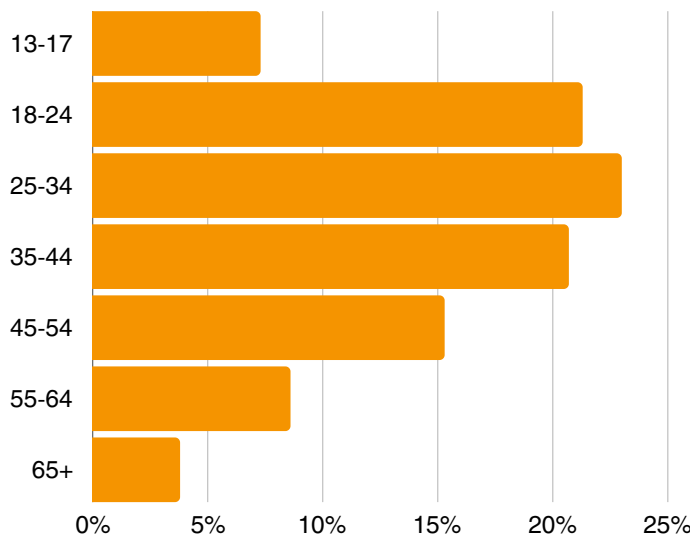
▶ 53.1K ❤️ 4,125

💬 6 📩 39

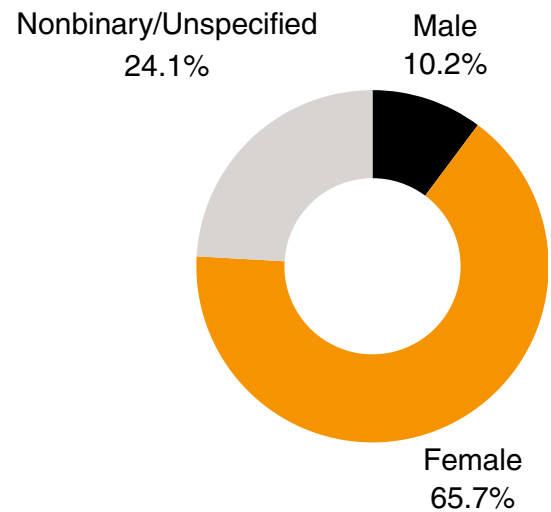
# Social Media

## Instagram Demographics

### Audience by Age



### Audience by Gender



### Getting to know our audience

Women between the ages of 25–34 have a higher potential of seeing NHS content and visit the NHS page based on the 2023 data. Other items of interest include the highlight geographic areas: United States, Canada, and Great Britain. Wellington, Florida was the top city in the U.S. viewing NHS content on Instagram.

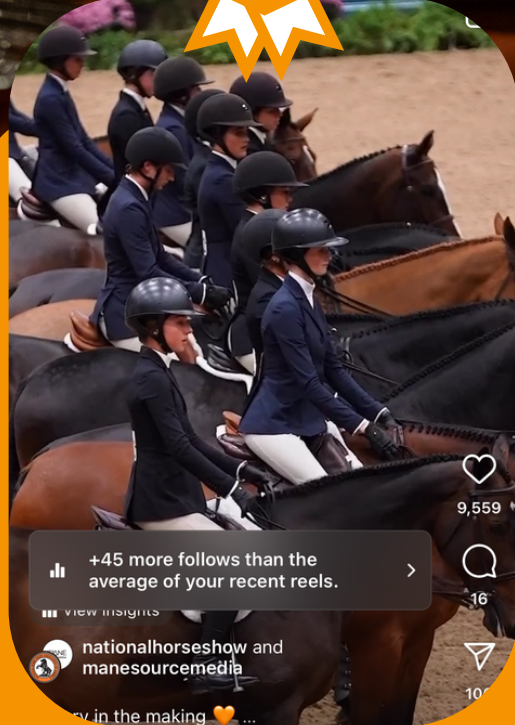
# Top Posts of the Year



Equitation Reel

▶ 117K ❤️ 12.4K

💬 22 📩 182



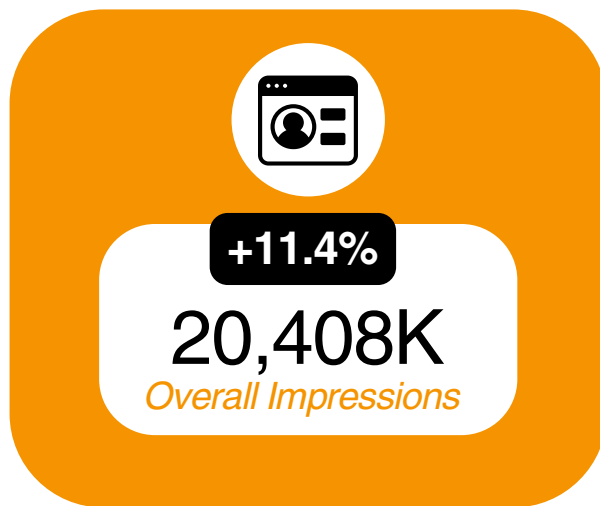
Pre-Show Maclay Reel

▶ 72K ❤️ 9,555K

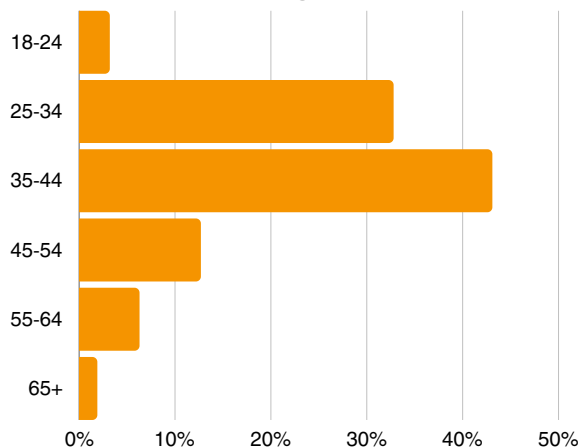
💬 16 📩 106

# Social Media

## Facebook 2023 vs 2022



### Audience by Age



### Overview of Facebook

Overall, Facebook data reaffirms that NHS's primary audience this year was young adult, to middle-aged females on both social platforms. Although, there is a much stronger male presence on Facebook with a slight increase in age. Top-performing posts were more "news-like" and less creative.

### TOP Performing Post



National Horse Show

Tue 10/31/2023 3:37 pm PDT

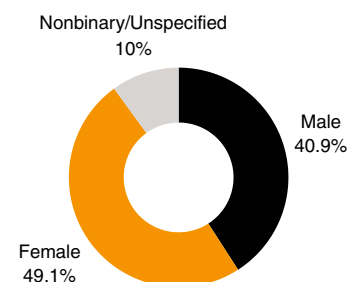
Hunters brought their best to the 140th National Horse Show! Today's highest-scoring hunter rounds go to Stephanie Danhaki and Bright Side; Kate Conover and...



Total Engagements

4,615

### Audience by Gender



# Press Releases

12 pre-show sends



689,429

*Total Sends*



157,793

*Total Opens*



854

*Total Clicks*



# Press Releases

11 sent during the show



735,305

*Total Sends*



200,994

*Total Opens*

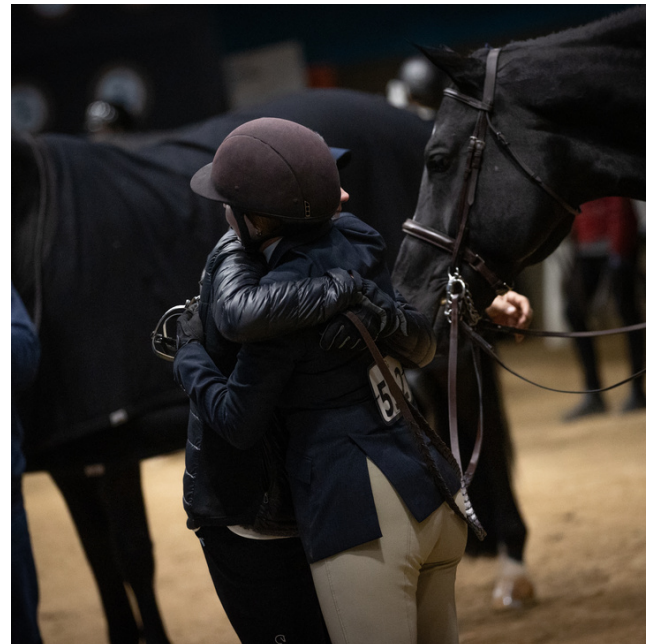


4,976

*Total Clicks*

## Performance Review

- Open rates increased each day leading to the highest open rates by the end of the show
- The second weekend had the highest rates overall (World Cup & Maclay Day)
- The average open rate for the show was 32.8%



National Horse Show

# Media Report

Overview

Overall in 2023, NHS increased engagement and performance across social media as well as traditional media platforms.

Instagram saw significantly better numbers in comparison to past years with the incorporation of movement and reels, ultimately making the biggest impact on the NHS brand in 2023.

NHS implemented new, alternative strategies this year including Twitter, TikTok, and a Text platform to reach new people and expand our audience.

