



Pre-seminar Survey - FEI Digital Seminar 2022 - Athletes, Grooms and Teams

05 Sep - 16 Oct 2022

Poll results

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Which social media platforms do you use on a regular basis?

(1/3)

Facebook



Instagram



Youtube



Twitter



Tik-Tok



Which social media platforms do you use on a regular basis?

(2/3)

LinkedIn



Snapchat



Reddit



Other Social Media (please specify below)



I rarely use social media



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201

Which social media platforms do you use on a regular basis?

(3/3)

I do not use social media

1 %

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004

If you use other social media platforms, please list them here.

- www.equibalance.com.mx
- Clipmyhorse.tv
- WhatsApp
- BeReal

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How often do you update your social media accounts?

Daily



Several times per week



Several times per month



Rarely



I do not use social media



What is your purpose of using social media?

(1/2)

To keep your fans and community informed on your sport achievements



To celebrate or demystify equestrian lifestyle



To get involved in the evolution of the sport and related topics



To make friends



To establish my personal branding



What is your purpose of using social media? (2/2)

To find employment



To deliver value to your sponsor(s)



To give exposure to your horse(s)



To create a source of revenue



I do not use social media



What kind of content do you usually post on your social media accounts?

(1/2)

Competition footage and events related content



Content taken at the stables, during training or leisure



Educational content, tutorials, "how to" content



Non equestrian related content



Other (please specify below)



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What kind of content do you usually post on your social media accounts?

(2/2)

I do not use social media

2 %

If you post other content type, please list them here.

- Non professional advertising (sale of used gear or services)
- Picture with my horses
- The specific work I do with horses.
- My trainings
- Photoshoot pics of new brand of rugs
- The services available at our sit, like cafe shops, renting venue, renting horse for competitions for riders.
- Lifestyle of a rider and athlete
- Animal rescue stuff
- Equine health , welfare n veterinary matters
- Nothing without above
- maternity, travel and family
- Promote training sessions

Who creates the content published on your social media channels?

I mostly produce the content myself writing text, taking pictures or videos



I mostly use content from family, friends and others (non-professionals)



I mostly use content produced by professionals (videographers, photographers, editors, PR agency)



I do not use social media



Do you use your digital channels commercially?

Yes, to promote my sponsors



Yes, for general advertisement



Yes, for paid posts



Yes, for other commercial activities (please specify below)



No



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If you use your digital channels for other commercial activities, please list them here.

- Brand advertisement
- Instagram, Snapchat
- To Promote my horses
- Nothing
- for clothes brands
- Horse trade

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What challenges have you met in managing your social media channels?

(1/2)

Not enough time to activate and manage the channels



Not sure about the position/tone of your social channels



No suitable content to post/cross-post on the channels



Difficult to increase the followership and engagement



What challenges have you met in managing your social media channels?

(2/2)

Not familiar with the rules of the platforms (algorithm, paid promotion, etc.)



Hard to find sponsors or to make business through the channels



Other (Please specify)



I do not use social media



If you have met other challenges, please list them here.

- Lack of confidence in promoting self. Feels a bit like bragging.
- How to start building a social media platform? How to start to make profit with social media platform?
- Nothing
- Managing the posts involves knowledge about trends and effective practices that I can't keep track of. Upkeep seems nonstop and overwhelming.

What content would you like to receive from the FEI?

(1/2)

General footage of events



Footage of your performances



Pictures of your performances



Promotional material



Horsemanship content



What content would you like to receive from the FEI?

(2/2)

"How-to" content and tutorials



Fun memes and montages



Others (please specify below)



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In case you would like to receive other type of content, please list them here.

- Promotion of the equestrian sport in general and to promote welfare in our sport

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Are you familiar with the FEI's social media structure and its discipline approach?

Yes



No



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1 9 9

Are you already a member of the FEI Socialie network (platform for sharing social media assets and posts)?

Yes



No



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1 9 8

What is the top priority for you to participate in this seminar?

Collaboration with the FEI



Learnig on effective asset creation and posting



Best practices and strategy for Social Media



Other (please specify below)



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002

If you would like other topics to be addressed during the seminar, please list them here.

- How to use social media safely and different platforms to use.
- I would like to have a closed facebook for f.i. FEI equine official vets or FEI official treating vets.
Here we can discuss issue of equine welfare and medication problems.