

Thank you to Kassi Rowland, Kosciusko Co Indiana 4-H Livestock Auction Committee Member, for putting together this information to help you with utilizing social media to help market your livestock project in the online auction.

Facebook:

Post #1:

Friends and Family! This year has been so interesting, yet exciting! Coming soon, **exhibitor name** will be selling my 4H animal through a virtual auction instead of in person like past years. Be looking for a post showing how you can support me in the coming weeks. We appreciate your continued support!

Post #2:

Friends and Family, this year **exhibitor name** will be selling their **species** through an Online Auction with Final Drive Youth Auctions through Breeders World. While this is different from past years, it's also exciting! Place your bid by following the link below. You can bid or Electronic Multi-buyer ("Add On") to my animal. Thank you in advance for continuing to support **exhibitor name** and 4H!

**Copy and paste the auction site for your particular animal that is selling (each lot in the auction will have its own unique web link)*

Post #3

Friends and Family, we are currently live with the 4H auction. Please consider bidding on **exhibitor name** animal via Final Drive Youth Auctions by Breeders World, follow the link to bid or Electronic Multi-buyer ("Add On") to **exhibitor name** he/she is auctioning off this year. Thank you for your continued support!

**Copy and paste the auction site for your particular animal that is selling*

Post #4

Time is running out to buy or Electronic Multi-buyer ("Add On") to my animal that we are selling through the online auction with Breeders World. Follow the link to bid today, it is easy and you can use your credit card to pay if you so desire.

**Copy and paste the auction site for your particular animal that is selling*

Instagram:

Post #1-Post a picture of your child with animal selling

Friends and Family! This year has been so interesting, yet exciting! Coming soon, **exhibitor name** will be selling my 4H animal through a virtual auction instead of in person like past years. Be looking for a post showing how you can support me in the coming weeks. We appreciate your continued support.

Instagram (continued):

Post #2- *Post a picture of your child with animal selling*

Friends and Family, this year **exhibitor name** will be selling their **species** through an Online Auction with Final Drive Youth Auctions by Breeders World. While this is different from past years, it's also exciting! Place your bid by following the link in my bio. You can bid or Electronic Multi-buyer ("Add On") to my animal. Thank you in advance for continuing to support **exhibitor**

Post #3- *Post a picture of your child with animal selling*

Friends and Family, we are currently live with the 4H auction. Please consider bidding on **exhibitor name** animal via Breeders World, follow the link to bid or Electronic Multi-buyer ("Add On") to _____ he/she is auctioning off this year. Thank you for your continued support! Link is in my bio!

Post #4- *Post a picture of your child with animal selling*

Time is running out to buy or Electronic Multi-buyer ("Add On") to my animal that we are selling through the online auction with Breeders World. Follow the link in my bio to bid today, it is easy and you can use your credit card to pay if you so desire.

HELPFUL SOCIAL TIPS

- You can "tag" Breeders World by typing @breedersworld (by tagging it will be another way to direct buyers to the site) Tagging with @breedersworld will work for both Facebook and Instagram
- Use #Hashtags, this will help drive people to you! Here are some helpful hashtags you should consider using: #4H #OnlineAuction #4HAuction #Support4H #Support #ThankYou
- Don't forget to link the website address to your posts for Facebook, and put that link also in your bio for Instagram. With Facebook, once you copy/paste the link and it pops up, you can actually erase the verbiage of the link. The link will still be shown.
- Post with a picture on Facebook or Instagram, this will catch the attention of your followers/friends. So start now taking pictures of yourself/child with their animal they are selling. Consider posting a different picture with every post.