

# SOCIAL



# MEDIA

STOCK HORSE OF TEXAS

# REPORT



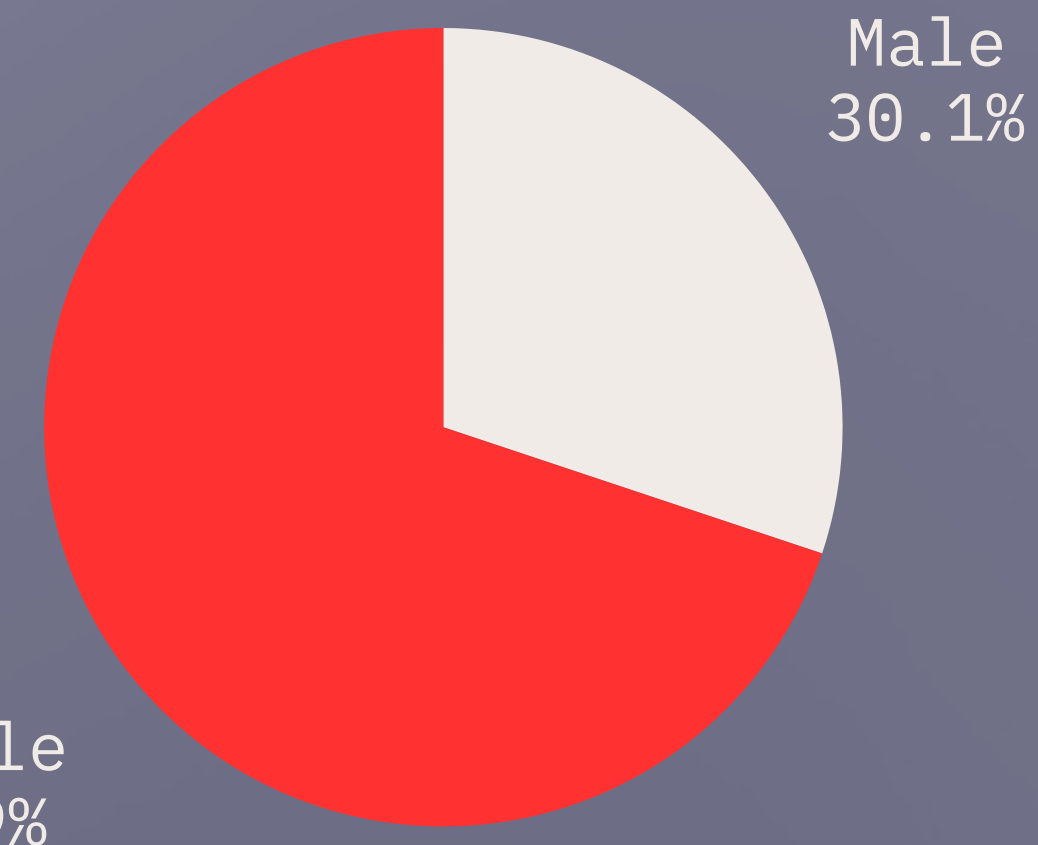
# SOCIAL MEDIA AUDIENCE

NUMBER OF FACEBOOK FOLLOWERS: 17,209+  
NUMBER OF INSTAGRAM FOLLOWERS: 2,806+

## GENDER

● Male

● Female



## AGE

18-24 years old	4%
25-34 years old	14%
35-44 years old	15%
45-54 years old	13%
55-64 years old	12%
65+ years old	11%

## LOCATION

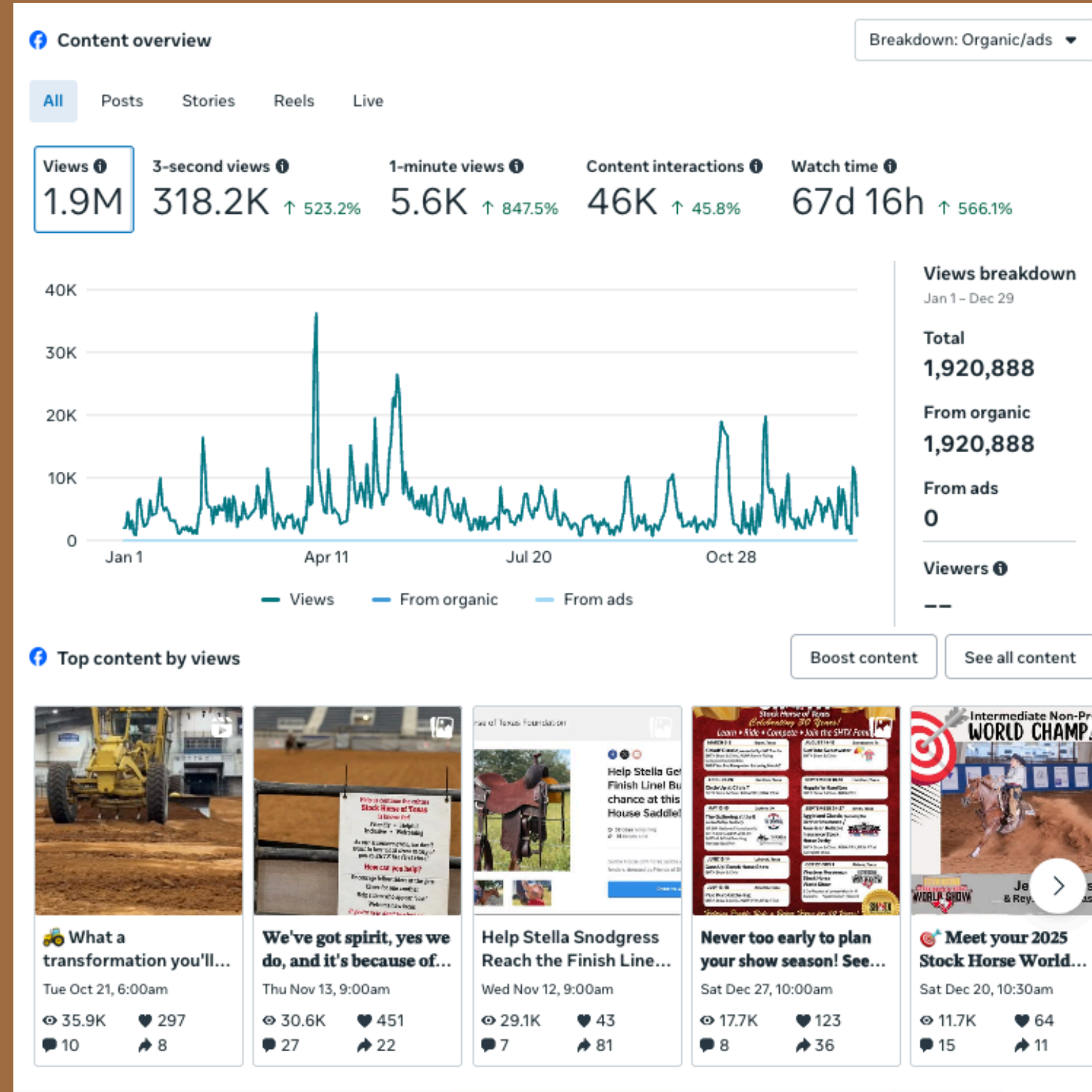
USA	94.7%
Canada	1.2%
Mexico	1.2%
Australia	0.8%

# SOCIAL MEDIA HIGHS



01

1.9+ MILLION FACEBOOK  
ORGANIC VIEWS



02

46,000 CONTENT  
INTERACTIONS

03

67+ DAYS WORTH OF  
WATCH TIME BY FOLLOWERS

# SOCIAL MEDIA HIGHS



01

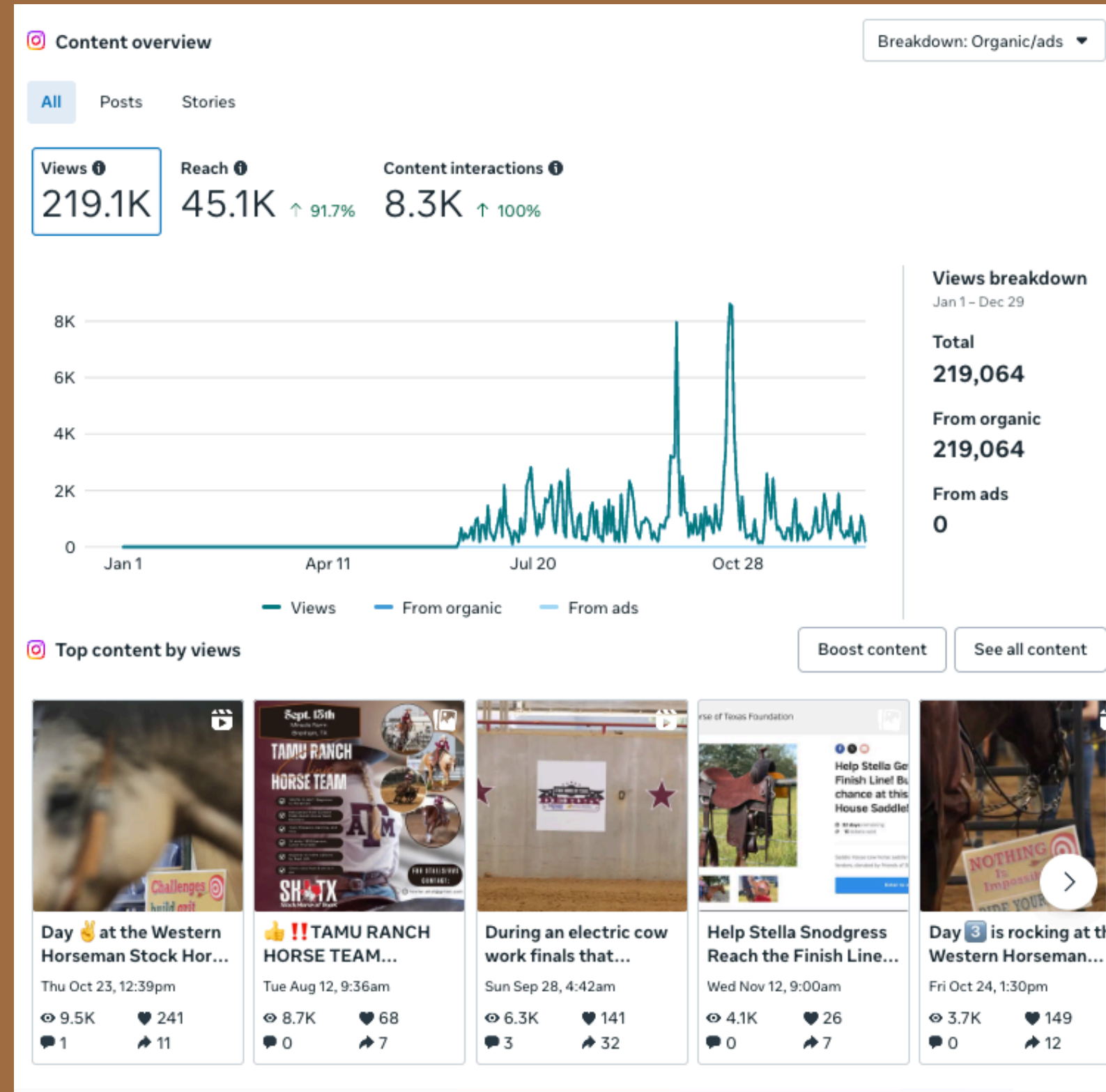
219,000+  
ORGANIC VIEWS

02

45,000+ REACH  
(UP 91.7% FROM 2024)

03

CONTENT INTERACTIONS  
UP 100% OVER 2024



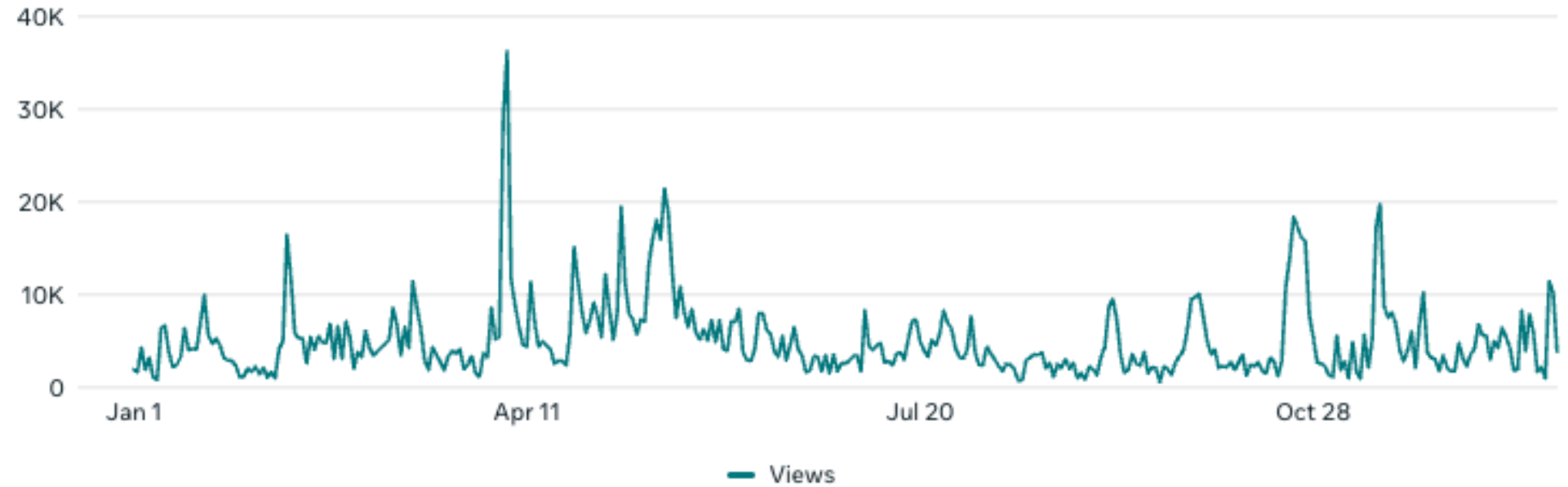
# TOP f POSTS

OVER  
1 MILLION VIEWS

## Content overview

All Posts Stories Reels Live

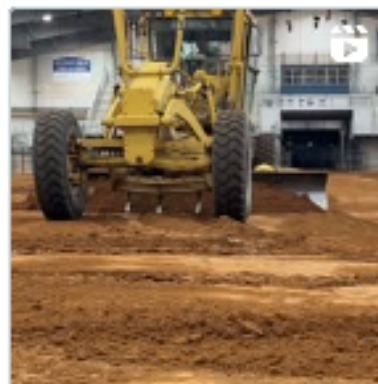
Views **1.8M** Interactions **45.2K** ↑ 47%



## Top posts by views

Boost content

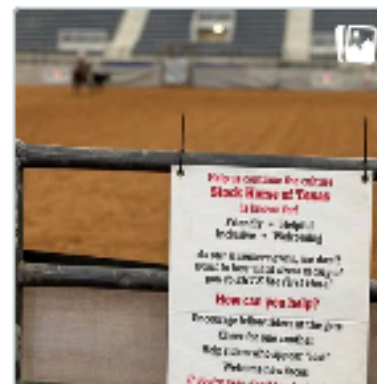
See all content



**What a transformation you'll...**

Tue Oct 21, 6:00am

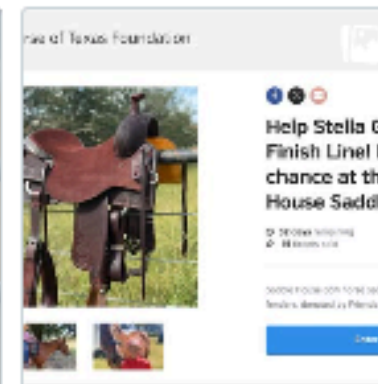
35.9K 297  
10 8



**We've got spirit, yes we do, and it's because of...**

Thu Nov 13, 9:00am

30.6K 451  
27 22



**Help Stella Snodgress Reach the Finish Line...**

Wed Nov 12, 9:00am

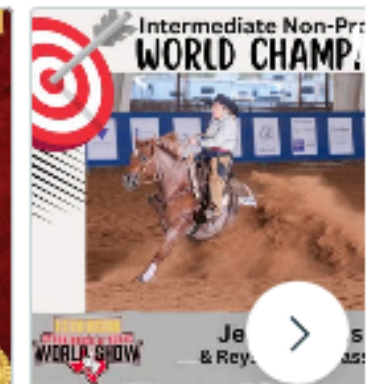
29.1K 43  
7 81



**Never too early to plan your show season! See...**

Sat Dec 27, 10:00am

17.7K 123  
8 36



**Meet your 2025 Stock Horse World...**

Sat Dec 20, 10:30am

11.7K 64  
15 11

# TOP



# POSTS

OVER 7,600+  
INTERACTIONS

## Content overview

All **Posts** Stories

Interactions ⓘ  
7.6K

### Post interactions by period



Data unavailable

This data is currently unavailable.

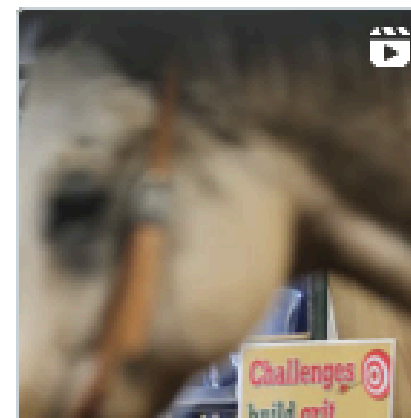
### Post interactions by media type



## Top posts by interactions

[Boost content](#)

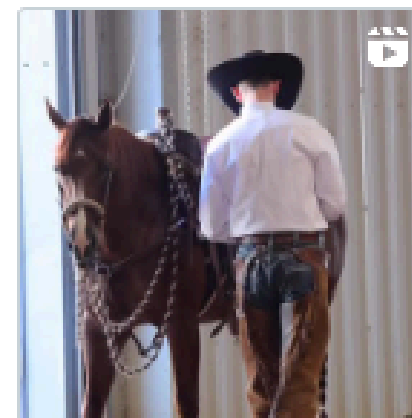
[See all content](#)



Day 🙌 at the Western Horseman Stock Hor...

Thu Oct 23, 12:39pm

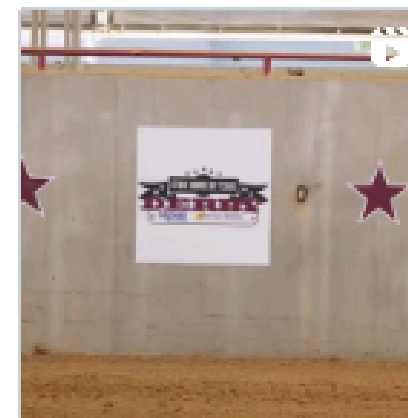
👁️ 257    ❤️ 241  
💬 1    📌 11



Here we go! Today at the SHTX show...

Sat Sep 27, 4:55am

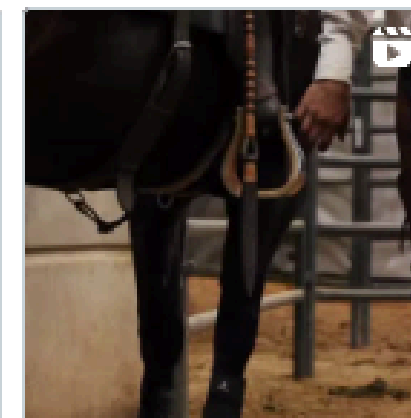
👁️ 206    ❤️ 195  
💬 1    📌 7



During an electric cow work finals that...

Sun Sep 28, 4:42am

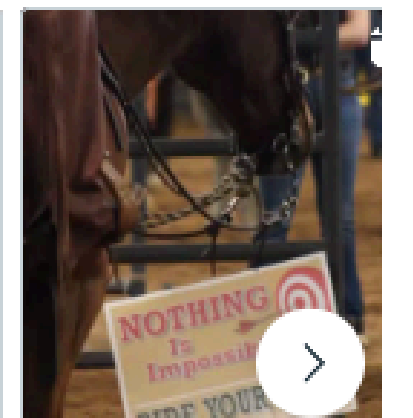
👁️ 178    ❤️ 141  
💬 3    📌 32



🔥 The Classic Equine Fence Work Challenge...

Fri Oct 24, 7:52pm

👁️ 162    ❤️ 147  
💬 0    📌 11

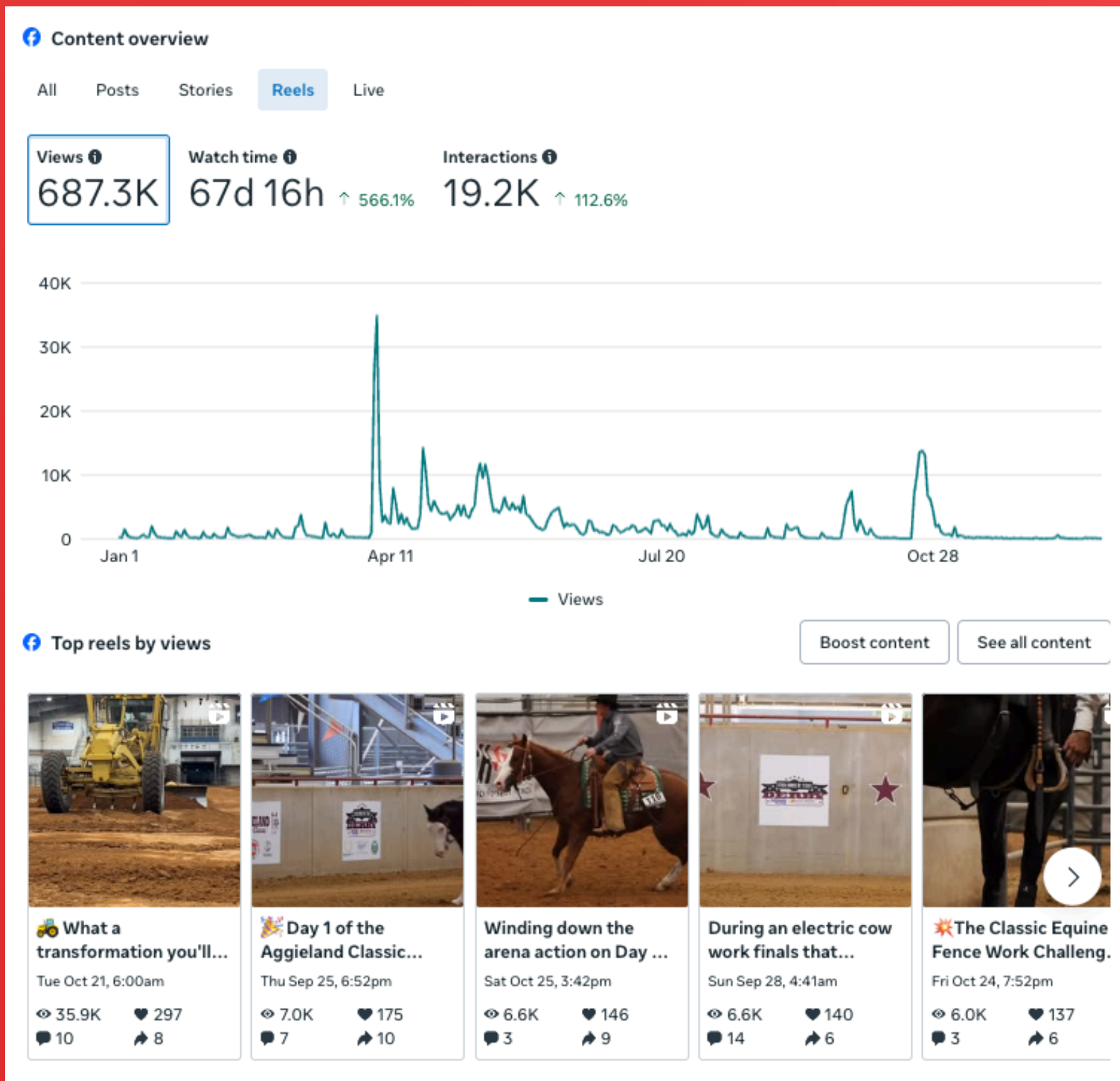


Day 3 is rocking at the Western Horseman...

Fri Oct 24, 1:30pm

👁️ 162    ❤️ 149  
💬 0    📌 12

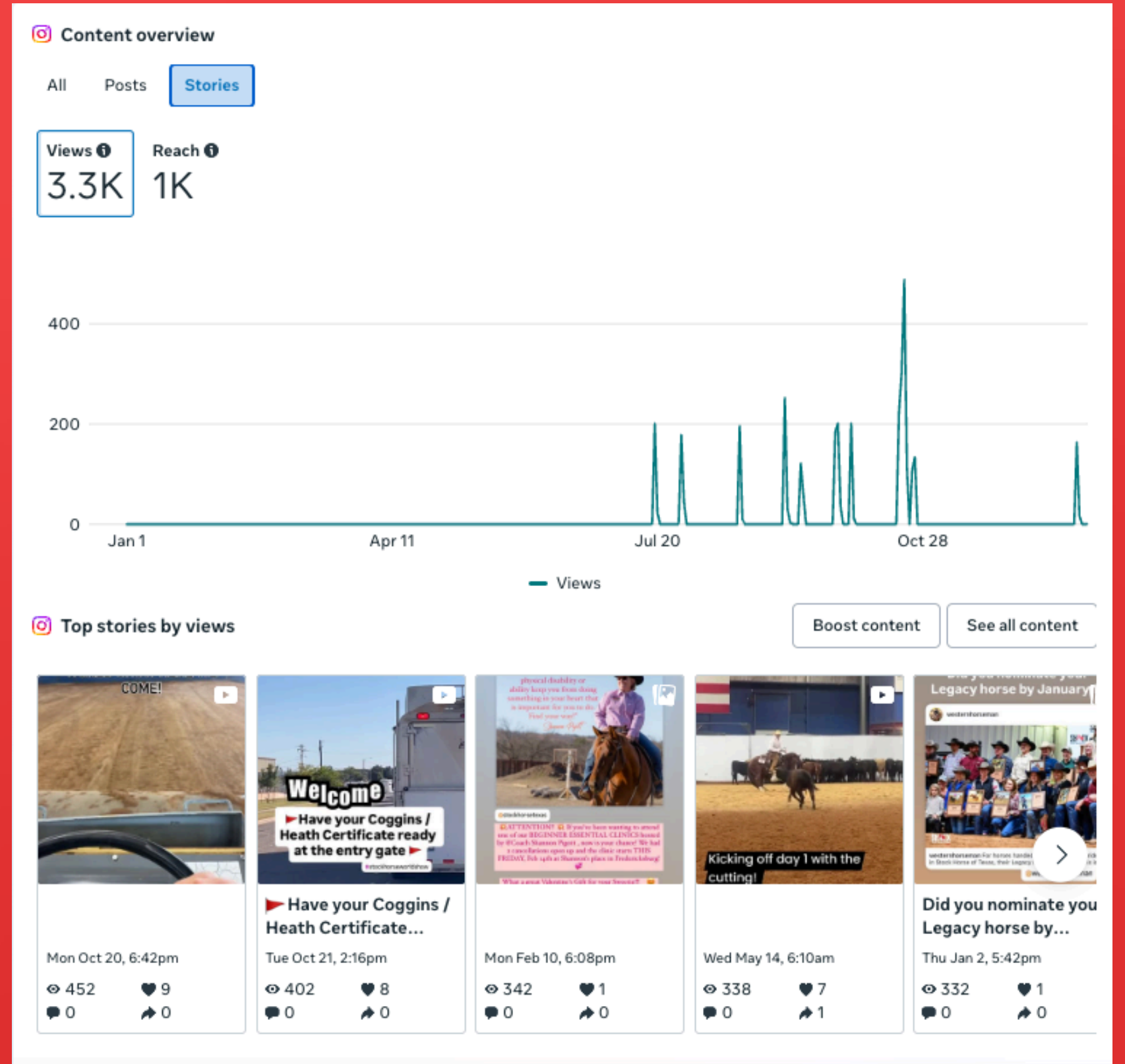
# FACEBOOK #S



REEL / SUBJECT	VIEWS	ENGAGEMENT
Arena Werks World	35,900	297
Day 1 of Aggieland Classic	7,000	175
Day 1 SHTX World	6,600	146
Derby Results	6,600+	140
Classic Equine Fence Work Challenge	6,000+	137

# INSTAGRAM STORIES

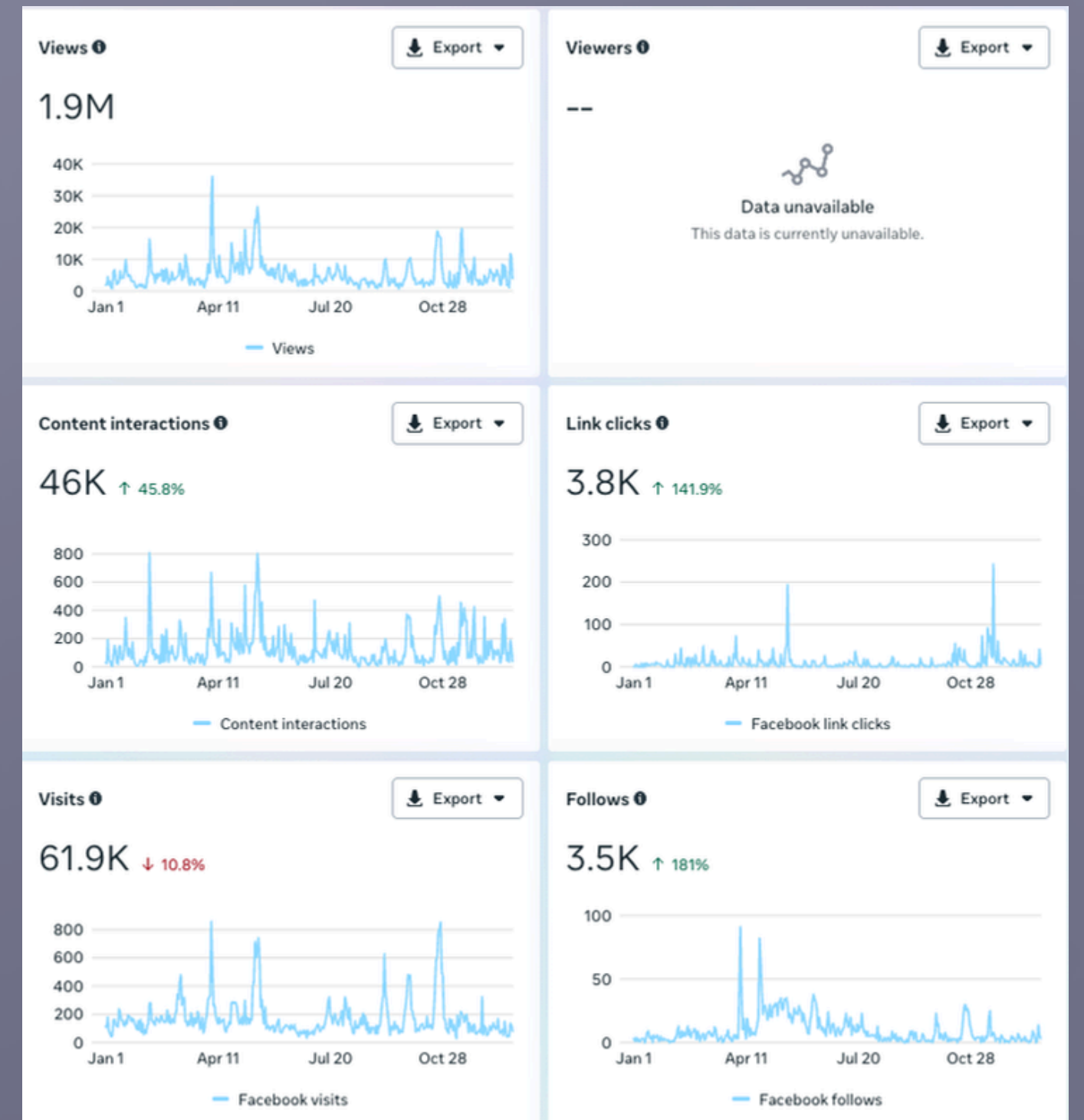
ADDED 3,300+ VIEWS  
REACHED 1,000+ FOLLOWERS



# YEARLY NUMBERS

## FACEBOOK

Views, up & at 1.9 million  
Link Clicks, up 141.9%  
Followers, up 181%  
Interactions, up 45.8%



# SHITX

# 2025

