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1ST EQUESTRIAN SOCIAL MEDIA AWARDS LAUNCHES ONLINE AWARD SHOW; @KEMPEQUINE IS FINALIST IN 'BEST USE OF TWITTER' CATEGORY

The voting is over, and the honors will be awarded in front of a global audience this week when the first-ever Equestrian Social Media Awards (ESMAs) launches its award show beginning Monday, March 7, 2011. Lisa Kemp, who was also recently named to the '[Twitter Top 75 Badass Women](#)' list, was nominated in the 'Best Use of Twitter' category for her [@KempEquine](#) Twitter account.

The ESMAs were established to recognize the 'best and brightest' among equestrians and equine industry businesses currently using social media to connect, share, and promote. The ESMAs were truly a worldwide event, with the voting page viewed 38,939 times by 29,846 unique viewers from 84 different countries; the top five countries were the United Kingdom, United States, Canada, Ireland, and Australia.

Social media phenomenon Facebook played a significant role in the ESMA nomination and voting process, with 362,631 views of the ESMA Facebook post from January 3rd to February 3rd, 2011; the voting URL link was shared 5,263 times on Facebook, and the ESMA Facebook page currently has over 2,484 fans. Twitter was also used heavily, with the hashtags #equestriansocialmediaawards, #ESMA, #ESMAs often used in 'tweets' within the equestrian Twitter community during the nominating and voting processes. Numbers are courtesy Liam Killen of [Abbeyview Equine](#).

Online social media and the ESMAs transcend geographic, breed, and discipline boundaries; because of that, the ESMA awards are also taking to the Internet, with free and open access to a worldwide audience.

The ceremony will be a series of seven video clips (five award and two montage videos) released over five days, beginning on Monday, March 7, 2011; the [ESMA Facebook page](#) and [ESMA website](#) will showcase the awards videos. A series of brief-but-wacky video trailers have been promoting the 'ESMA week is coming' message:

[Formalwear & Muck Boots](#)
[Donkeys & Bloopers](#)
[Donkey Says 'It's Almost Time'](#)
['And The Winner Is' Bloopers](#)

Killen (also of [PagePlay.com](#)) and Rhea Freeman of [Rhea Freeman PR](#), are the masterminds behind the ESMAs and hosts for the awards show. Additional details on the birth of the ESMAs are [available here](#) at the [No Biz Like Horsebiz blog](#).

[Horse Radio Network](#) is dedicating an entire Horses In The Morning show to the ESMAs, with the winners and ESMA team, live on Monday March 14th, from 9:00 to 10:30 AM Eastern time (2-3:30 PM GMT).

ESMAs By The Numbers:

5,682 - people who voted in the finals
38,939 - voting page views
29,846 - unique voting page viewers
2.31 - average minutes spent on the voting page
2,484 - Facebook fans to-date
5,263 - times the voting page URL has been shared on Facebook
362,631 - Facebook post views 3 Jan - 3 Feb, 2011
84 - countries who viewed the voting page (Top 5: UK, USA, Canada, Ireland, Australia)

About Lisa Kemp and Kemp Equine

Lisa Kemp is a multi-award winning writer and marketing consultant for the equine industry, helping horse business owners and managers make the most of their marketing budget with innovative strategies and creative uses of technology. Since 2006 she's written about how horse businesses can use technology and word of mouth strategies for greater marketing success; Lisa now blogs about equestrian business marketing at [NoBizLikeHorseBiz.com](#).