

American Kennel Club
 July 16 at 3:30 PM · 🌐

With flyball, frisbee and more, The Houston World Series of Dog Shows is an event you don't want to miss!

It will be held next Wednesday, July 18th to Sunday, July 22nd in Houston, Texas at the NRG Park (NRG Center).

The fun begins on our Facebook page Thursday at 4 p.m. CST/5 p.m. EST and Friday at 4:45 p.m. CST/5:45 p.m. EST! Tune in here, on AKC.TV, or download AKC.TV on your Roku or Apple TV.

HOUSTON WORLD SERIES OF DOG SHOWS

JULY 19TH
4 PM CST/5 PM EST

JULY 20TH
4:45 PM CST/5:45 PM EST

AKC.TV

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American Kennel Club @akcdoglovers · Jul 17

Catch the Houston World Series of Dog Shows on Thursday the 19th at 4 p.m. CT/5 p.m. ET and Friday the 20th at 4:45 p.m. CT/5:45 p.m. ET! Tune in on our Facebook, @WatchAKCTV or download AKC.TV on your @RokuPlayer or your @AppleTV @houstondogshows #dogshow

HOUSTON WORLD SERIES OF DOG SHOWS

JULY 19TH
4 PM CST/5 PM EST

Houston World Series of Dog Shows
 @houstondogshows

SWIPE UP

Seen by 8431 · 100% · 111 · 111 · 111 · Share · Highlight · More

2018 Houston World Series of Dog Shows - Friday

American Kennel Club was live. about 3 months ago · 🌐

We are LIVE from the Houston World Series of Dog Shows! Tune in to AKC.TV to watch the group and Best in Show judging!

Watch more "Good Dog TV" on <https://akc.tv>

👍 🗨️ 🐶 904 · 133 Shares · 43K Views

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Comments · Up Next

- Most Relevant ▾ · 20 of 777
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- Alexis Vega** · 3:26 · Toward the end of the lineup
Like · Reply · 14w
 - Kikn Bah** · 1:29:06 · Glad the BGBV got a placement. He is a stunner. **Congrats** Whiskey and Justin and the rest of the group winners.

HOUSTON WORLD SERIES OF DOG SHOWS

DOG SHOWS

COME. SIT. STAY.

Challenge

One-man social coverage of live dog competitions.

Solution

Augment coverage by other departments through multi-platform pre-show promotion leading up to and including the days of the show then posting longform "man on the ground" livestreaming each day of the show.

Pre-show: Promo posts daily 1 week leading up to event

- FB: Announcement post, Resharing AKC Sports posts
- IG: Announcement post, Story post linking to show site
- TW: Announcement post (x3)

During: Livestream engagement/monitoring