

## Communications Report 2021

### Chris Gould

In spite of continued Covid restriction or perhaps because of, the importance of communications, both internal and external continued to be of paramount importance. I am very happy to be able to report that, after many delays the new website has been launched and that our normal communication platforms continued to be utilized fairly effectively.

**Website** -The new CWHBA website is up and operational. Its development is being done in phases:

1. Basic site with links to registration information, stallion directory, news, awards and chapter pages. Complete
2. Link to new studbook management database system, online registrations and transfers – target date end of April
3. Link to online stallion management system, breeding reports etc. Late spring 2022
4. Additional website features to be determined, such as classifieds, breeder's directory etc. Ongoing after March.

We have tried very hard to make it easy for members to share news and events information with us through an online submissions form. We encourage people to use it. We are very anxious to share the news and achievements of our members and our CWHBA horses and cannot do that without the information.

We hope you are happy with the site and appreciate your comments and ideas for future improvements.

**World Breeding News** – This online international platform works closely with the World Breeding Federation for Sport Horses. As members and a subscribing studbook we have monthly features. So in 2021 there were 12 articles on topics that were relevant to the CWHBA, ranging from news about our video Stallion licensing process to features about the online sales and our 10,000 milestone registration. The goal is to inform and create international awareness of the Canadian breeding program.

**Facebook** – We have two national accounts a Friends of (1,256 members) and an Official page (4,419 followers). All the chapters have their own facebook pages as do a number of the committees or working groups associated with the CWHBA, such as the Fall Classic Sale. The horse industry is very active in social media and thanks to several individuals we are doing a better job, especially promoting our events, but we are probably still under utilizing it for two reasons. The first is coordination. We have looked at, but not yet achieved good harmonization of our outlets so posts on one can be quickly and easily reflected on the others. The second is simply the on going challenge of capturing news. We would love to promote the successes of our Canadian Warmblood horses, but following show results and even gathering news and pictures about our own events is difficult. Everyone can use the new submissions button on our website front page. And thank you to Doreen Kulscar, who has contributed several items.

**Enews** – In 2021 we published an enews thirty times, covering many feature topics, events and notices including chapter announcements. There are just under 2000 subscribers to our

enews. If you are not receiving it subscribe on our website under membership.

**Instagram** – The CWHBA Instagram account is used to promote events such as the Stallion Service Auction. We have 721 followers. Ontario and Alberta Chapters also have Instagram Accounts. It is coordinated by Brittany Davis and is now linked to our Facebook page.

**Conclusion** – The CWHBA has a fairly large presence, with enews, feature articles, facebook, instagram and a website with front page features and announcements as vehicles to communicate our national tours, sales, meetings and news. It is a lot of work and yet there is more that we can do. If you have an event or story please share it; if you want to take on a task or write an article please let us know.