

CWHBA Communications Report for 2022

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Communications is responsible for both internal and external communication between the studbook and members and the public. To accomplish this we are engaged in the following activities and projects:

1. **Website.** We are quite pleased with the response we have had to the new site. It is of course always a work in progress with new ideas and changes being made as we go along. We have a fairly long list of things to add and change. Nevertheless we certainly welcome comments and suggestions from members. In addition to trying to provide members and the public with accessible information on who we are, how to join and how to register a Warmblood horse; we also want to bring a positive image to the organization and provide additional services for members. There are some features I would like to emphasize:
 1. The news feed on the front page. I would like to be able to change it more often, but I need more news. Mostly we are looking for horse news, but it can be other things. There is a very simple news submission form that we really, really hope people will use.
 2. The Chapter pages are now set up with a news submission system as well. There is a link for chapter executives to use to send us meeting notifications, events and chapter news.
 3. The Classified ads. We have a classified ads section that is once again built with a simple submissions form. We added this because we get a significant number of hits on this page, but unfortunately have not had the up take we were expecting. It will only grow if people advertise on it. There are categories to accommodate services as well as equipment sales.
2. **Enews.** An enews is published monthly with news, reminders, updates and links. Supplemental editions are published for special promotions, announcements and chapter notices. Annually that is over 30 direct contacts with approximately 2000 members and supporters.
3. **World Breeding News.** This online international platform works closely with the World Breeding Federation for Sport Horses and contains articles submitted by member studbooks as well as informative pieces about a variety of breeding related topics. As members and a subscribing studbook we have monthly features. So in 2022 there were 12 articles on topics that were relevant to the CWHBA. We try to cover topics of interest to our members that also reflect well on the CWHBA, by imparting news and information that emphasize our role as the Warmblood Studbook in Canada. The goal is to inform and create international awareness of the Canadian breeding program. A link to this magazine is posted in each enews so our members and supporters have free access to it. Each year we have one or two full page ads in it as well.
4. **Social Media**
 1. **Social Media Team** – Social media is always growing in importance in the horse industry. To better utilize this medium we are pleased to announce the creation of a new team to enhance our social media presence, in particular to fill the gap in tracking and promoting the successes of Canadian Warmblood horses. Members of the team are Andrea Jones (B.C.), Courtney Lee (ON), Jillian Scharfstein (SK), Tara Kennedy (AB).
 2. **Facebook** - We have two national accounts a Friends of page (1,264 members) and an Official page (4.6 K 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.
 3. **Instagram** - The CWHBA Instagram account is used to promote events such as the Stallion Service Auction. We now have 1,256 followers, nearly double from last year. Ontario and Alberta Chapters also have Instagram Accounts. Our Instagram and Facebook are now linked so we can easily post to both. The #canadianwarmblood is quite popular with over 21,000 posts, so we are encouraging everyone to use it to post pictures and show results that

will help us identify good followup stories.

4. **Youtube** – We have our own channel that most recently has been used to post private stallion licensing videos for the inspection commission. It is hoped that we will have time and resources to edit these to create some educational videos and that in future we can expand into more promotional videos. A number of stallion videos were posted about ten years ago, but we have not exploited its potential for public use since then. If anyone is a keen video editor and would like to get involved with this please let me know.

Conclusion – Instagram is our fastest growing social media outlet and while the new website has accumulated 62,000 plus views, it is clear that social media is the method of convenience for the majority of people. It is however important for us to balance the numbers game (followers and clicks) with providing the needed information and services to our members in the most convenient manner. The measure of our success is not the number of views or clicks, but the success of our breeders in producing quality Warmblood horses in a sustainable way.