

CWHBA Communications Report for 2023 Chris Gould

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.** 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. I would like to remind members of some of the features that are available and in some cases underutilized.
 1. The news feed on the front page. There is a very simple news submission form that we really, really hope people will use more.
 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 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.
 4. Last year we ran a foal photo contest that was quite successful. With modifications we want to do something similar this year.
 5. We are developing photo galleries and archives that will allow us to collect and save pictures as well as display to the public and our members. A link to the gallery is on the front page.

The website is an ongoing project and we certainly welcome comments and suggestions from members.

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 2023 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 several full page ads in it as well.
4. **Social Media**
 1. **Facebook** - We have two national accounts a Friends of page (1,264 members) and an Official page (4.9 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.
 2. **Instagram** - The CWHBA Instagram account is used to promote events such as the Stallion Service Auction. We now have 1,328 followers, a modest increase 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.
 3. **Youtube** – We have our own channel that most recently has been used to post private stallion licensing videos for the inspection commission. An educational video of chute jumping with Frank Selenger has been uploaded in two parts. A shorter edited version is in

the works. If anyone is a keen video editor and would like to get involved with this please let me know.

Plans For 2024 – A new Communications and Marketing Committee is being struck, hopefully with representatives from every chapter. Starting with an Industry Trends Survey which has been circulated the committee's first task will be to set some goals and then develop a strategy to reach those goals.

Certain sections of the website will also be revamped to provide easier and more visible access to important information regarding inspections and other fundamental processes and policies.

Once again comments, suggestions are always welcome.