

Communications Report 2025

The Team

Director of Communications – Chris Gould

Editorial Board – Janice Tyndall, Jennette Coote, Joy Cook, Victoria Kendall plus review by contributor ie SSA enews

Communications and Marketing Strategic Planning – Janice Tyndall, Cathy Chalak. Kailey Parkin, Maria Ardito, Joy Cook, Jan Ash-Gross, Victoria Kendall, Andrea Jones, Marilyn Powell

Web Master – Peter Llewellyn

Overview - 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: (for more details see the Appendix)

1. Managing and updating the website
2. Managing the smugmug photo gallery for public display and private archiving of pictures and videos
3. Enews sent monthly plus additional notices and announcements as needed for chapters or committees. (30 plus per year)
4. Monthly article in the World Breeding News
5. Social media – three facebook pages and one instagram as well as coordination with chapter and other related facebook pages.
6. Youtube Channel – post videos
7. Administrative oversight of the online helpdesk and zoom account.

Special Events

1. Stallion Service Auction – enews plus facebook and instagram posting
2. Foal Photo contest
3. AGM – Send out announcements, upload documents to the website and set up the zoom call if the meeting is held online.

Issues and plans for 2026

1. We still need to find a way to get people into the habit of forwarding news about CWHBA horses when there is a post of interest.
2. The stallion directory has been revised. Searches on the website for the stallion directory usually ranks number one or two each week. So stallion owners should be encouraged to keep their listing up to date.
3. Video editing is badly needed. Anyone with skill and interest in this area please contact me or the office.

4. A Foal Photo Contest has been run for three years. Thank you to our prize sponsor, My Stable webstore. If we are to hold one in 2026 I will need a volunteer to help specifically with this project.
5. Social media is now the most common form of information sharing and while we have a fairly large social media presence. Our coordination has improved but still needs improvement between chapters and national.

Thanks to everyone that helped with our communications efforts from editing to contributing ideas for articles and helping with facebook posts. It is a pretty nice group to work with and we are always welcoming to volunteers that have skills or interest in helping.

Appendix

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 uptake we were expecting. It will only grow if people advertise on it. There are categories to accommodate services as well as equipment sales.

Photo Gallery - We have a SmugMug account that provides us with unlimited photograph and video display storage. We are using it to display photographs of interest to our members such as the International Young Breeders Championships, Foal Photo contest, Chapter inspections, Foal Futurities and more. It is also a repository for archiving pictures and as such we are searching for and adding pictures from the past. If you have pictures of interest please contact me.

E news. 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 well over 30 direct contacts with over 2,000 members and supporters.

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. We try to cover topics relevant to the CWHBA and of interest to our members. We aim for articles that 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 e news so our members and supporters have free access to it. Each year we have several full page ads in it as well.

Social Media

1. **Facebook** - We have three national accounts: a Friends of page (1.3K members), an Official page (5 K followers) and an SSA page (726 members). 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 1,400 followers. Our Instagram and Facebook are 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. There is an excellent foaling clinic now posted, done by Janine Olsen and Heather Smith.

