

Communications Report - Deb Shepherd
Jan 2023

Within the Communications Chair umbrella, I am looking after the website, social media, sponsorship committee and marketing. I am also currently the admin for Membership Works.

Website:

I do not like this website WordPress! In the future I'll be looking into generating a whole new site. (Approx \$80 pa) There are only three platforms which work seamlessly with Membership works, which are WordPress, Weebly and Squarespace.

I am getting the hang of the site, but still want to immediately change around a few things. The first page is kept as a posts page, which I do not like, I would like to change it to an info page with pretty pics.

Social Media:

This is going well I feel. We have a canva account which lets you create posters and social media pages. Its free so far. I like the graphics and the info has been well received. We've had quite a few new people start to join/follow us on both fb and Insta. I have had people contact me directly about what is MHT? and how do they get their foot in the door of eventing.

Will start to look at Youtube accounts with Amelia when I get abit more used to the accounts and they don't take me so long to work out how to maintain the smallest of things.

In a few days I would like to post on Social Media, a hashtag manitobahorsetrials in your favorite HT photo. This will then give us a source of recent pictures to use and I can make a gallery on the website. I'd like any pics from the Ruth clinic last year too, so I can add them as well as use my fav pic (so that'll be a pic of me! JK), to create posters for her clinic in June.

MembershipWorks:

I was given the admin access to this. I shall be sharing this with Karen, so that she can make the events online. They are automatically placed onto the website so it works well. I have taken off the old committee and given Katlyn and Shannon access to it. I also changed the calendar for the memberships so that they don't run on until their own renewal date. I ended everyone's membership on 31st Dec and put them all up for renewal then.

Education Clinic:

I know that I've been pushy with this. However we do have 9 signed up already, pony club is coming, so bums on seats is what we have and what we needed. And we haven't done a big push drive yet. Communication with peppercorn is all on the mht.info18@gmail.com account. Doug will talk to us closer to the date for numbers and plates.

Newsletter:

I asked Karla to write me some words from her and the club so I could put together a newsletter, This will also have info of the clinic on there too, so that needs solidifying. I've included it in my email for you to check out.

Workspace:

Within the emails, we received a bill of \$8 ish for a Google Workspace, for which none of us have any idea what it is. I talked to Eileen, it turns out that we pay for an email name of info@manitobahorsetrials.com. We use this on our website. It simply sends all emails to our info18 gmail account anyways! The previous committee all used to have specific emails for each person, pres, vp, sec, etc etc, but they kept getting spammed, so they were all turned off and this one was left. I'm not sure that I see the point in paying for this, but am happy to discuss it. Eileen is trying to resolve this with her husbands employee, who set this up for us. When its transferred over to us, we can decide what to do with it.

Sponsorship/Education:

I have sent Nancy all the info of the previous years sponsorship deals and brochures. She is taking a look at them and making notes to change as she sees fit, so that we can discuss and alter/add things and bring to the meeting. We won't be meeting up til next week, so if we get something prepared before the meeting it maybe an email to read, during the week, to catch up to where we are at.

Sarah Read had a great idea of creating an Online Masterclass. Eg, once a month having a guest speaker with questions from MHT members to a proper master of their field. Ie. a top class (or what we can afford) eventer, a nutrition expert, a respected groom etc etc. Pay per attendance. So she is going to look into this in the New Year.

Marketing:

I have been asked to find out prices for Sponsorship signs, for displaying at events. I use Vistaprint alot and so I went there as a first stop.

Vinyl banner (1'7"x3') \$30

Lawn signs - sponsorship signs (18"x24") \$32

I would like to know what merchandise we have for MHT. The toques were a great idea and I'd like to use them in a ploy to get more photos on sm and # numbers.

I am friends with Kylee at MHC and so she has been sharing all our info and sm posts too, within the MHC umbrella.

I would like to talk to MHJA, after their AGM and see if we can come up with some arrangement that we can advertise MHT at their events and they can at ours. Maybe a mutual class sponsorship would work, it would be beneficial for us both.

I'd also like to keep North Hill Pony Clubs interest, in MHT. Their organization feeds MHT with riders but best of all volunteers. I'm keeping my communications open with Aleesha Gillette, who is DC of North Hill PC, and I hope that we can enthuse some new parents to come to the Vol Clinic and then the Intro to Eventing.

Action Items: I will ask Eileen what the radio brand is to look for a user guide. They are old and some don't work too well anymore. They are quite self explanatory, as is the board on which they are all kept. Maybe once we have them in our possession we can work out how many we would need to replace or if they are all good.