Web Communications Report

We created and posted the first newsletter of the year, and uploaded that to Google Drive. I would like to add an "About me" kind of spotlight section from each of the board members. Just a short blurb with a photo that you are ok with sharing in the newsletter please. If you have any news, like other events, activities, promotions, or stories and more, please send them my way so we can have something to add for our future newsletters.

Motioned for the Derby names: Rein or Shine, Summer Strides, and Fal Breeze. That motion was passed.

Created individual show posters, as well as an overall season show dates poster. Those were uploaded to Google Drive for review.

In Canva, There is a free trial for 30 days of Canva Pro, and we could use that free trial period to make all our posters for the season. After that, if we want to continue with Pro, that would cost $150 for the year to have access to all the graphics for our posters and social media posts.

We created a TikTok account, edited and uploaded three posts. The passwords will be provided to the board. If you have any videos that we could use for social media, please send them, as we are able to remove sound off the videos and edit them to create a specific short video.

Work has begun on updating the website. Some things we are looking at are: getting the 2024 results posted to the website, and getting the newsletter uploaded to the website. We need to decide if we are using the same dressage tests as last year so I can update the show entries. We will need to change passwords to the websites.