

June 2026 Communications Report

In June 2026, communications focused heavily on prepping for the EC Sanctioned Show and keeping the community updated. The website saw a major overhaul, with new pages launched for Safe Sport, XC Schooling, Reciprocity, and the Stubben raffle, alongside fresh promotional posters for the BHPHT Dinner and Year End Points. On the digital side, Canva was used to design new ads and posters, while targeted email blasts kept competitors in the loop with schedules, maps, and info packages. To wrap things up, social media channels were highly active on Facebook and Instagram, driving event registrations and highlighting key sponsors like Greenhawk, Stubben, and Elder's Equine.

Events/Website Development:

- Created the Safe Sport page and added to website
- Created the XC Schooling registration page and added to website
- Created the EC Sanctioned registration page and added to website
- Updated sponsorship page, added Michelle's, RK, Elders and Stubben
- Created a "Registration Closed" webpage and added to website
- Updated the website front page to highlight EC show
- Created EC Show details and registry page and added to website
- Created Reciprocity page and added to website
- Created an updated Contact us page and added to website. Contact portion was working
- Created the Stubben raffle details webpage and added to website
- Added the EC Show zeffy volunteer registration link to the website
- Added the Year End Points poster to website
- Added the BHPHT Dinner poster to the website

Canva/Creation:

- Updated the Stubben raffle poster
- Created the Year End Points poster
- Created advertisement for Equipmaps CrossCountry app
- Created advertisement for the BHPHT Dinner

Email:

- Created the EC Show details email and sent it w/ Year End Points
- Created and emailed the BHPHT Dinner details
- Created and emailed the Competitor Info Package with a Competitor Info email
 - Containing parking, XC, and dressage maps, OOG, Temp tracker
- Created and emailed schedule rings and xc course changes email

Drive/Organization

- Created and Uploaded a Temperature Tracker

Social Media

- Reposted corrected Selena clinic post
- Posted the EC Show registration to Facebook and Insta
- Shared EC Show post w/ MB Equine Enthusiasts
- Created Sponsorship highlight: Greenhawk
- Created Sponsorship highlight: Stubben
- Created Stubben raffle post Fb/Insta
- Posted the BHPHT Dinner to Fb/Insta
- Tagged the Stubben representative Darien Syrota in our posts with Stubben
- Created Sponsorship highlight: Elder's Equine