

Hoofcare Essentials Foundation Inc.  
Marketing / Public Relations Committee  
Guidelines and Standard Operating Procedures

The Marketing / Public Relations Committee is responsible for generating, proofing and submitting articles, videos, and other promotional items for publication concerning farriery to our Educational Partners, printed publications (including *American Farriers Journal*, *The Farriers Journal*, *The Horse*, social media (i.e. Facebook, Instagram, X, etc.), and other publications. It is also responsible for the generation and development of the brochures and other promotional items (i.e. website, apparel, and banners) which the Foundation makes available to its sponsors and the general public. These are the guidelines this Committee will follow.

## **I. General**

Corporate assets need to be branded. Keeping these assets updated will help our sponsors and others to stay on the same page, maintain our brand's consistency and communicate a bold future for our Foundation.

Brand guidelines are clearly defined rules and standards that communicate how the Foundation's brand should be represented to the world. Brand guidelines help us ensure brand consistency and demonstrate what our Foundation is, what it does, and what it stands for. These guidelines should be looked upon as a brand "rulebook" that centralizes the overall look and feel of our brand identity.

These specifications enable everyone involved in promoting the Hoofcare Essentials Foundation to communicate consistency about our its mission, principles, and personality. These guidelines consolidate the elements that we want all our stakeholders to use in representing our brand's image.

A complete checklist of branding elements will continue to evolve over time. These elements could include:

- a. Websites ([www.HoofcareEssentials.com](http://www.HoofcareEssentials.com))
- b. Social Media Platforms (Facebook, Instagram, YouTube, X)
- c. Business Suite (letterhead, business cards, envelopes, labels, PowerPoint or Keynote templates)
- d. Marketing Literature (brochures, email, newsletter, thank-you notes)
- e. Operations (corporate policies, legal documents, press releases, other guidelines and standard operating procedures)
- f. Tradeshow Graphics / Banners
- g. Advertising (Print / Digital)

## **II. Branding Elements**

### **a. Websites**

The Foundation will maintain an updated website for the sponsors and general public to visit and learn about farrier education. Our current website's domain will be: [www.HoofcareEssentials.com](http://www.HoofcareEssentials.com)

Primary sections of the website shall include:

- About the Hoofcare Essentials Foundation
- Sponsorship
- Scholarships
- Resources
- Committees
- Calendar of Events
- Clinicians

## **b. Social Media Platforms**

### **1. Social Media Platforms Used by Foundation**

From time to time the Foundation shall review the various social media platforms which offer the best reach of its members and others interested in the Foundation. The Marketing / Public Relations Committee has identified these platforms and respective uses:

- a. Facebook – The Foundation shall use a page within Facebook named “Hoofcare Essentials Foundation”.
  - a. Administrators and Editors:
    1. Administrators for our Facebook account should be either a member of the Board of Directors or a member of the Marketing / Public Relations Committee, and the Administrator.
    2. The Board of Directors shall be the only entity allowed to authorize the expenditure of funds on behalf of the Foundation. Additionally, the Board shall approve all “Editors” on our Facebook pages. The Editors would be able to do all things the Administrator can do except spend funds and name additional persons as Editors or Administrators.
  - b. Use of Hashtags:
    1. Each post should have at least 5 hash tags attached to it. The following four (4) tags should be on every post:
      - a. #HEF
      - b. #HoofcareEssentials
      - c. #HoofcareEssentialsFoundation
      - d. #farrier
    2. The 5th tag should be post specific. Consideration should be given to using any of the following as appropriate for the subject of the post:
      - a. #education
      - b. #horseowners
      - c. #farriery
      - d. #continuingeducation
    - c. Considerations should always be made that we want to stay in step with programs that we offer as well as other important opportunities that can be found on our website.
    - d. The committee shall always be mindful so as not to share the same information over all social media platforms at the same time.
2. Instagram – The Foundation shall use Instagram to share photos and videos for a more public audience.
3. X (formerly known as Twitter) – This platform shall be used to promote news items about the Foundation and, if appropriate, its Educational Partners and/or members.
4. YouTube – The committee shall develop two accounts within YouTube. The first shall be a private account used by the committee and others who have created articles and videos which are under review by the committee. The second account shall be for the public and allow for the posting of finished videos and viewable by the public.

## 2. Articles and Videos for Social Media (Facebook, X, etc.)

The Chairman and the Marketing / Public Relations Committee shall review and accept or reject (with recommendations for improvement and ultimately, accept), articles and videos which can be posted on our social media platforms. Ideally, there shall be 1 – 2 posts per week on the Foundation’s social media sites.

### a. Types of posts may include:

- News items from the Foundation and its Educational Partners and/or members
- Informational and educational videos produced by outside sources (e.g. *American Farriers Journal*, *The Farriers Journal*, *The Horse*, Educational Partners, etc.).
- Educational videos created by farriers and veterinarians interested in equine hoof-care
- Calendar of events promoting events clinics which are either “Sponsored” or “Supported” by the Foundation, as well as any other farriery related event
- Farrier tips
- Posting of articles and videos created by non-members shall be made at the discretion of the Committee.
- Other (as deemed appropriate by the Committee)

### b. The process of seeking approval of videos shall include:

- Videos and articles shall be reviewed by the Committee. If the article/video is appropriate for sharing on a Foundation’s social media platform, Foundation staff shall re-format it so as to include a title page and the Foundation logo.
- Staff shall then forward the article or video to the Committee
- All members of the Committee shall “reply-all” with their acceptance or rejection of the article or video.
- If the Committee approves the article or video, the Administrator shall post it to the appropriate social media platform.
- If the article or video is not approved, the Chairman will notify the person(s) submitting the article or video and ask them to make appropriate changes and re-submit the article or video.

### c. Other Posts for Social Media

- The Foundation’s Administrator shall also work with the Committee and Facebook Administrator regarding:
  1. Educational Partnership Spotlight
    - a. A list of current (and eligible) Educational Partners, along with promotional text of each, shall be shared with the Social Media Administrator on a quarterly by the Foundation’s Administrator.
    - b. The Social Media Administrator shall post information (name, logo, and information) about an Educational Partner every week. Consideration shall be made to confirm that no post shall be construed as an endorsement by the Foundation of any Educational Partner.
  2. Advertisements
    - a. As it becomes appropriate, the Committee shall work with the Board of Directors to design “block” advertisements which promote a specific part of the Foundation’s website and/or programming.

### d. Additional Marketing Opportunities

The Committee shall always be aware of, and on the lookout for, additional methods of promoting the

Foundation, while keeping in mind the targeted audiences of the Foundation:

- Sponsors (Farriers, Patrons, Veterinarians, Retailers, Manufacturers, Distributors, etc.)
- Horse Owners
- Breed Associations
- Discipline Associations
- Hoofcare Essentials™ Clinics
- Other

**e. Standards for Posting on Foundation Social Media Sites and Blogs**

- We encourage all persons interested in equine hoof-care to post questions or thoughts (with or without photos) that are helpful or educational to the group.
- We encourage these persons to share their photos and videos of their work... For Educational Purposes ONLY
- These persons can share photos and videos of (or refer to) previous work done by a previous farrier or Veterinarian...
- Names and/or locations must not be mentioned
- All farriers have done bad jobs in the past, and made poor choices. We are not here to point out that someone is a poor farrier or vet (or that a client made a poor choice). We only want to learn from past mistakes (whether our own or someone else's).
- Be sure to explain what you did (or will do) to correct the issues, why you did it (or will do), and what you want to see in the future
- Or, you can ask for advice, ideas or suggestions of what to do with the current situation
- We do, however, encourage positive posts/ comments of other farriers, veterinarians & clients.
- If a post does not meet these standards, the Administrator shall inform the Board of Directors to seek their confirmation. If all agree, the post shall be deleted or hidden.

**III. BUSINESS SUITE**

**a. Letterhead**

A customized letterhead shall be created and used for internal and external correspondence. The letterhead shall include the Foundation's name and logo, along with the name, title, and city of residence of the members of the Board of Directors.

**b. Business Cards**

Customized business cards shall be created and distributed to members of the Board of Directors. Information shall include the Foundation's name and logo, along with the name, title, preferred phone(s) number, mailing address, and e-mail address. Cards shall be created at the expense of the Foundation.

**c. PowerPoint and/or Keynote Templates**

Customized templates for PowerPoint and Keynote shall be created. The templates shall be shared with clinicians. The clinicians shall be encouraged to use these templates for their PowerPoint or Keynote lecture presentations.

**IV. MARKETING LITERATURE**

**a. Brochures**

Members of the Committee will be expected to collaborate with each other to fulfill the task of creating, editing, and approving all brochures printed under the name of the Hoofcare Essentials Foundation.

A target audience or need will be identified for every brochure. Committee members will work with the Administrator to determine size, layout, scope, and content of each brochure. The Foundation's Educational Partners will be listed on the back panel of all brochures. Once the committee approves a brochure it will be sent to the Administrator for publication and distribution.

**b. Newsletter**

At appropriate intervals, an electronic newsletter shall be developed and distributed to sponsors.

**c. Thank You Notes**

Upon receipt of payment thank you notes shall be sent to Sponsors (Educational Partners and Patrons).

**d. Memorial Donation Envelopes**

Donation envelopes shall be created which will allow potential sponsors and others to donate monies to the Foundation. As a 501c3 charitable organization the Foundation will accept donations to cover costs of the organization, including a memorial program.

**e. Advertisements**

The Foundation should always be mindful of the branding opportunities which are available to it through print media. The advertisements should include logo, Foundation name, address, website domain, email address, and phone number.

**f. Trade Show Graphics and Banners**

Again, the Foundation should look to keep a consistent look in their branding opportunities regardless of the medium they are using. Graphics and banners should key on the use of the logo, Foundation name, and website domain.

**V. OPERATIONS**

**a. Corporate Policies**

Policies of the Foundation shall be created. These shall include:

- Conflict of Interest Policy for Board Members
- Codes of Conduct Policy for Board Members

**b. Legal Documents**

Documents shall be created and maintained which are legally required. These shall include:

- Application and Issuance of Employer Identification Number (82-4804815)
- Application and Recognition as a 501(c)3 status by Internal Revenue Service
- Annual Reports required by State of Florida
- Florida Charitable Organizations/Sponsors Application and Approval
- Articles of Incorporation
- Bylaws

**c. Press Releases**

For all Sponsored and Supportive Events and other significant events of Educational Partners, Patrons, and others in the farrier industry, we should, if appropriate, either issue press releases or offer assistance in drafting press releases.

**d. Other Guidelines and Standard Operating Procedures**

Guidelines and Standard Operating Procedures should be created for:

- Educational Events (which includes Clinician and Host Facility Agreements)

- Marketing and Public Relations
- Sponsorship

*As of October 16, 2023*