



Sample social media and text messages

It is important that Trainers continue to communicate with their owners and the equine community about their horses racing.

Social media and text messages are a very powerful tool. Make sure to share behind the scenes pictures and content to provide your owners and community with information about what is happening throughout the season.

Unsure of where to start? Here are sample messages to publish on your social media channels and/or to text your owners. **(Copy and paste these into your notes on your phone)**

- **<TRAINER>** Want to find out more about your horse. Head to RACING AUSTRALIA <https://www.racingaustralia.horse/FreeFields/Calendar.aspx?State=VIC> or call **<NUMBER>**
- Please be rest assured that all government and racing advice is being taken into account at **<trainer>** in the wake of COVID-19. The health of our staff and horses are extremely important to us. It is business as usual. If you have any questions or concerns please contact our stables on **<NUMBER>**.
- We would like to thank you as an owner for supporting us during this difficult time. Your **<horse>** is happy and in work. We will try our best to give you updates while you are not able to see him/her on race day.
- All employees of **<TRAINER>** will be required to follow our preventative COVID-19 measures. These include:
 - Washing your hands regularly
 - Practicing social distancing by making sure that there is a distance of at least 1.5m between you and anyone else.
 - Not attending the track and/or stable if you are feeling unwell, displaying and flu-like symptoms, have tested positive for COVID-19 and/or have come in contact with someone who has tested positive for COVID-19

For further assistance on how to communicate with your community and owners through the digital space, please refer to the digital trainers package provided by the Australian Jumps Racing Association.