



Communication Guide

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Note: This document uses the word ‘horse’ to refer to both horses and ponies.

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Version 1.0 | Published August 2026 | Review due August 2028

How We Communicate at Pony Club

Helping our community stay connected, confident and having fun

Pony Club Australia is a diverse, volunteer-led organisation, with clubs, zones and state associations operating in communities across the country.

While every club has its own character and traditions, we are united by shared values, a strong commitment to horse welfare, and a focus on creating positive experiences for our members and families.

Clear, consistent and respectful communication plays an important role in:

- Supporting child safety and wellbeing
- Promoting positive club culture
- Protecting horse welfare
- Reducing confusion and frustration
- Strengthening trust in Pony Club
- Supporting volunteers, coaches and administrators

This guide has been developed to support clubs and committees in their everyday communication and promotional materials.

It is intended as practical guidance, not a set of rigid rules. Clubs operate with different resources, capacities and local needs, and there is no single “right” way to communicate. Instead, this guide offers shared principles and practical suggestions that can be adapted to suit each community. It reflects feedback and experience from across the Pony Club network and will continue to evolve as our organisation grows and changes.

By communicating clearly, consistently and kindly, we help ensure Pony Club remains a trusted, welcoming and enjoyable place for all involved, now and into the future.



Photo by OzShotz

1. Why This Guide Exists

Pony Club is built on people.

Parents, members, coaches, officials, administrators and volunteers all give their time because they believe in learning, friendship, horse welfare and fun.

Every email, post, notice, flyer and message shapes how Pony Club feels to:

- Members, families and carers
- Coaches and officials
- Club committees and administrators
- Volunteers
- Our wider community

When communication is clear, friendly and consistent:

- ✓ Parents and carers feel informed and safe
- ✓ Volunteers feel supported
- ✓ Coaches and officials can focus on teaching and mentoring
- ✓ Administrators can manage activities more smoothly
- ✓ Children are better protected
- ✓ Horses are safer
- ✓ Everyone has more fun

Clear communication helps set expectations, explain processes, and support a positive club culture built on respect and shared responsibility.

This guide is here to make communication easier, not harder. It brings together what works well across Pony Club Australia, based on experience and feedback from clubs, zones and state offices.

Use what helps you.

Adapt it to your community.

And let us know what else would be useful.



Quick Check: Everyday Communication

Before writing a post, email or notice, ask:

- ☐ Is this mainly for members?
- ☐ Parents and carers?
- ☐ Coaches or officials?
- ☐ Sponsors or partners?
- ☐ The wider community?



Different audiences look for different information.



Clear communication starts with knowing who you are speaking to.



2. Quick Start: Communicating at Pony Club

Most Pony Club communication doesn't need to be complicated.

If you're short on time, start here.

This section covers the basics to help you share clear, friendly and useful information with your community.

The Five Essentials

When in doubt, aim to be:

- 1 **Clear**
Say what is happening, when, where and how.
- 2 **Friendly**
Write like a real person speaking to your Pony Club community.
- 3 **Consistent**
Use familiar logos, colours, formats and platforms where possible.
- 4 **Welfare-Focused**
Keep messages calm, practical and aligned with good horsemanship.
- 5 **Positive**
Focus on what people can do and how to take part.



Quick Check: Have I Covered the Basics?

Before sending a post, email or notice, check:

- ☐ What is happening?
- ☐ When is it?
- ☐ Where is it?
- ☐ Who is it for?
- ☐ What does it cost (if relevant)?
- ☐ How do people take part or apply?
- ☐ Where can they get more information?



If someone can answer these questions quickly, your message is doing its job.



Quick Check: Where Should This Be Shared?

Important information often needs more than one channel.

- ☐ Facebook
- ☐ Instagram
- ☐ Email
- ☐ Website
- ☐ Club noticeboard
- ☐ Shared with Zone/State (if relevant)



If people don't see it, they can't act on it.

Quick Start: Communicating at Pony Club (cont.)



Quick Check: Is the Next Step Clear?

Most communication asks people to do something.

- ☐ Is it clear what I want people to do?
- ☐ Is there a deadline?
- ☐ Have I included the correct link or contact?
- ☐ Would this make sense to someone reading it quickly?



Avoid vague phrases like “more information soon” or “let us know if interested”.



Tone Check: How Does This Feel?

Before sending, take a moment to check the tone:

- ☐ Is it clear and easy to understand?
- ☐ Does it sound calm and respectful?
- ☐ Would I be comfortable receiving this message?
- ☐ Does it support a positive Pony Club culture?

One Final Tip

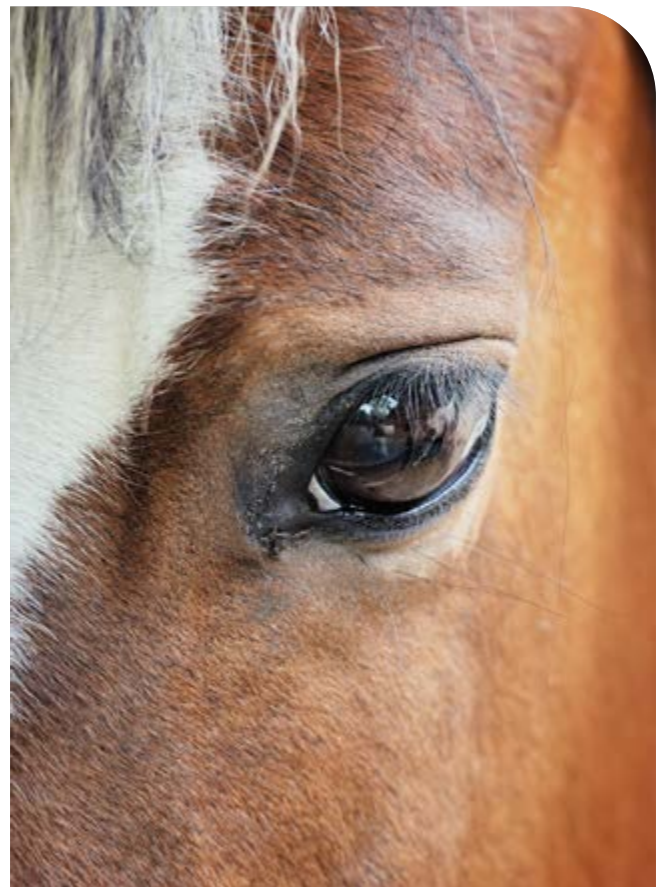
Keep it simple.

Clear, friendly and consistent communication helps:

- ✓ families feel informed
- ✓ volunteers feel supported
- ✓ events run smoothly
- ✓ everyone enjoy Pony Club more

If you're not sure, start with the basics above - they will take you a long way.

For more detail, examples and guidance, continue through the guide or jump to the checklists in Appendix E.





3. Our Values in Action

Pony Club's values are reflected not only in what we do, but in how we communicate.

This section shows what each value looks like in practice, with a quick check to help clubs apply it in everyday communication.

Community — We Support Each Other

Across Australia, Pony Club looks different in every community, and that's a strength.

At the same time, families should feel they are part of one connected organisation.

In practice, this means:

- ✓ Using official Pony Club logos correctly
- ✓ Keeping branding clear and recognisable
- ✓ Using consistent colours and fonts
- ✓ Creating simple, consistent layouts for club communications
- ✓ Using design tools such as Canva to develop reusable templates where helpful
- ✓ Ensuring key volunteers, officials and staff have access to high-quality logo files and basic branding guidance
- ✓ Speaking respectfully about members, other clubs and other equestrian organisations

Where clubs or zones do not yet have basic branding in place, developing this over time is strongly encouraged.

Consistency helps people recognise Pony Club and feel part of something bigger.

More detailed guidance on logos, colours and fonts is available in Appendix A.



Community in Practice: Club Branding Basics

Before publishing a flyer, post or notice:

- ☐ Is the correct club logo used?
- ☐ Are colours and fonts consistent?
- ☐ Is the layout clear and easy to read?
- ☐ Does this look recognisably like Pony Club?



Our Values in Action (cont.)

Integrity — We Are Trusted

Families trust Pony Club with their children and their horses.

Our communication helps build and maintain that trust.

In practice, this means:

- ✓ Sharing accurate, up-to-date information
- ✓ Being clear about dates, times and expectations
- ✓ Using evidence-based welfare advice
- ✓ Explaining policies and processes clearly
- ✓ Presenting information in a consistent, professional format
- ✓ Being honest when plans change

Clear, reliable communication builds confidence.

Integrity in Practice: Trust & Accuracy

- ☐ Are dates, times and locations clear?
- ☐ Is the information accurate and up to date?
- ☐ Are links or attachments correct?
- ☐ If plans change, is that explained clearly?
- ☐ Have the required consents and approvals been confirmed?
- ☐ Has this been approved by the appropriate person, if required?

Safeguarding Children and Young People in Communications

When sharing photographs, video or information involving a child or young person:

- ✓ Obtain prior written consent from the child or young person's parent or carer before arranging official photography or videography, and before publishing or identifying them online or in print.
- ✓ Where appropriate and possible, also seek the child or young person's consent
- ✓ Ensure official photographers and videographers hold a current Working with Children Check and are appropriately supervised.
- ✓ Keep images and footage secure and delete them when they are no longer required
- ✓ Do not distribute images or footage outside the organisation without parent or carer knowledge and approval
- ✓ Use appropriate Pony Club communication channels and avoid one-to-one electronic communication with a child or young person unless a parent, carer or organisational representative is included

Always follow the current Pony Club Australia Safeguarding Children and Young People Policy and relevant state or territory requirements.



Our Values in Action (cont.)

Innovation — We Keep Improving

Pony Club continues to grow and change.

We look for better ways to support members, coaches, officials, administrators and volunteers.

In communication, this looks like:

- ✓ Using shared systems and templates where helpful
- ✓ Improving how information is organised and presented
- ✓ Trying new ways to share updates and resources
- ✓ Learning from what works well across clubs, zones, states and territories
- ✓ Sharing practical ideas across the network
- ✓ Making sure important information reaches all members, including those not using social media (see Appendix D)

Simple, effective systems support good coaching, good administration and strong communities.



Innovation in Practice: Reaching Your Audience

- ☐ Will this reach members who don't use social media?
- ☐ Does it need to be shared via email, website or noticeboards?
- ☐ Should this be shared with the State or Zone?
- ☐ Does this need follow-up reminders?
- ☐ Have I placed key information where it will be visible on social media?
(See 'Where Should This Be Shared?' in Section 2".)



Important information often needs more than one channel.

Accessibility — Everyone Belongs

Pony Club welcomes people from many backgrounds and experiences.

Our communication should help everyone take part.

That means:

- ✓ Using plain language
- ✓ Giving clear instructions
- ✓ Explaining acronyms and processes
- ✓ Choosing easy-to-read fonts and layouts.
See Appendix B for practical tips on information and design layout.
- ✓ Offering support when needed

Good communication removes barriers.



Accessibility in Practice: Clear and Inclusive Communication

- ☐ Is the language plain and easy to understand?
- ☐ Are acronyms explained?
- ☐ Is the font easy to read?
- ☐ Would this make sense to a new family?

Our Values in Action (cont.)

Kindness — How We Treat People Matters

The words we use shape our culture.

Kind, respectful communication helps people feel safe, valued and confident.

In practice:

- ✓ Thanking volunteers, coaches and officials sincerely
- ✓ Recognising committee members and administrators
- ✓ Avoiding public criticism
- ✓ Responding calmly to questions
- ✓ Using supportive language

We build strong communities through everyday kindness.



Kindness in Practice: Tone and Culture

- ☐ Is the tone calm and respectful?
- ☐ Does this support a positive club culture?
- ☐ Would I be comfortable seeing this shared publicly?



When a Matter Should Not Be Discussed Publicly

Your social media channels should celebrate and promote your organisation. Complaints, safeguarding and disciplinary matters or personal disputes should not be debated publicly. Direct concerns privately or through official channels, protect privacy, follow Pony Club processes and refer to the Code of Conduct Policy where appropriate. Set rules: breaches may result in comments being removed or users blocked.

Horse Welfare — Always First

Horse welfare sits at the heart of Pony Club.

Our communication should always reflect this.

This includes guidance about:

- ✓ Training and workload
- ✓ Tack and equipment
- ✓ Behaviour and wellbeing
- ✓ Fitness and condition
- ✓ Transport and competition
- ✓ Weather and environmental conditions
- ✓ Injury, illness and recovery

Our messages should be:

- ✓ Calm
- ✓ Practical
- ✓ Evidence-based
- ✓ Focused on early action and support

When in doubt, clubs are encouraged to refer to the Pony Club Australia Horse Welfare Policy and Proficiency Certificate Manuals, which are based on current equitation science and best-practice horse management.

These resources provide a reliable foundation for welfare-related guidance across all levels of Pony Club.

Good information helps people make good decisions for their horses.



Horse Welfare in Practice: Welfare Messaging

- ☐ Is the message calm and practical?
- ☐ Are the next steps clear?
- ☐ Have I referred to official PCA guidance if needed?
- ☐ Is the tone supportive, not blaming?



4. Fun Is Not Optional

Pony Club should be fun.

Clear, positive communication helps create that fun.

When people know:

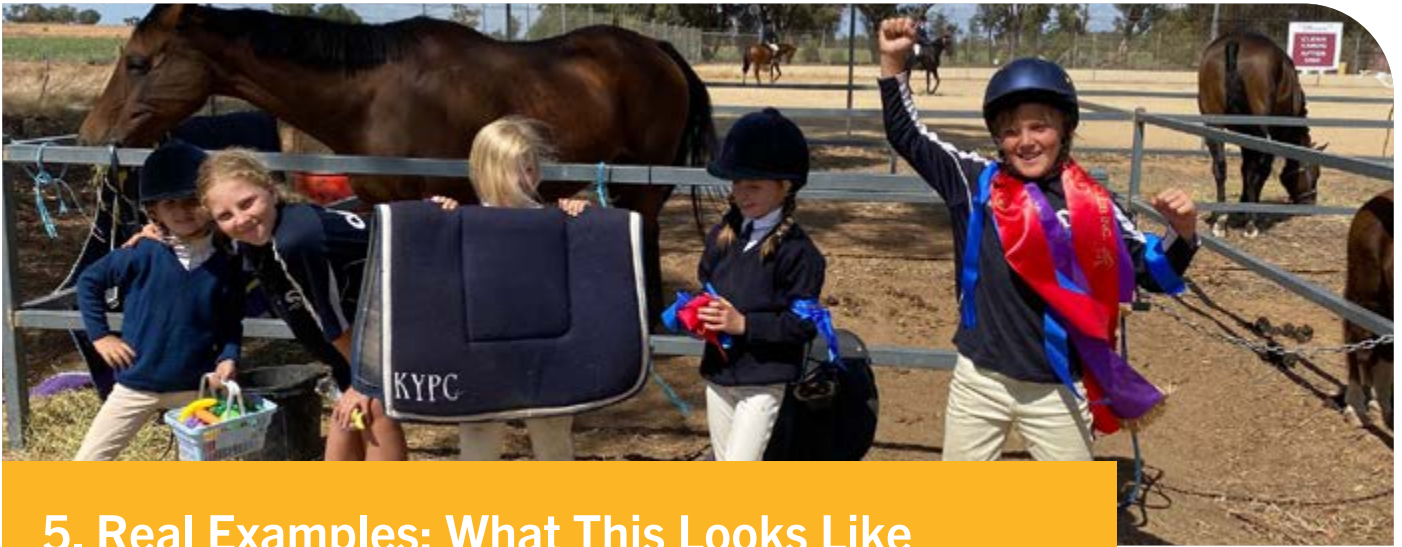
- ✓ Where to be
- ✓ What to bring
- ✓ What to expect
- ✓ Who to ask for help

...they feel relaxed and confident.

And confident members and families enjoy Pony Club more.

Good communication reduces stress — and increases smiles.





5. Real Examples: What This Looks Like

Clear communication is often easier to understand when you can see it in practice.

Below are a few common Pony Club scenarios, showing how small changes can make a big difference.

Example 1: Event Promotion

Less effective:

Autumn Camp coming up soon!

More information to follow.
Let us know if you're interested.

Improved:

Autumn Camp —
12–14 April at Greenfield Grounds

Open to riders aged 10–18

Register by Friday 29 March: [link]

Contact Jane (secretary@club.com.au)
with any questions

Why this works:

- ✓ Key details are clear (what, when, where, who)
- ✓ There is a clear next step
- ✓ No guesswork required

Example 2: Social Media Post

Less effective:

Rally this weekend. Don't forget!

Improved:

Rally Day — Sunday 10am

Please arrive by 9:30am ready to ride

What to bring:

- Helmet and boots
- Water bottle
- Completed forms

Full details in the first comment

Why this works:

- ✓ Clear timing and expectations
- ✓ Easy to scan
- ✓ Supports people to be prepared

Real Examples: What This Looks Like (cont.)

Example 3: Flyer / Graphic

Less effective:

- Small text
- Multiple fonts
- Important details buried in paragraphs
- No clear call to action

Improved:

- Clear headline (e.g. “Showjumping Clinic”)
- Key details easy to find (date, location, cost)
- Simple layout with consistent fonts
- Short call to action (e.g. “Register Now”)

Why this works:

- ✓ People can understand the message at a glance
- ✓ Easy to read on a phone
- ✓ Looks clear and organised

Example 4: Tone in Communication

Less effective:

People need to stop arriving late.
This is becoming a problem.

Improved:

To help the day run smoothly,
please arrive by 9:30am ready to ride.

If you’re running late, let us know as
soon as possible.

Why this works:

- ✓ Clear expectation
- ✓ Calm, respectful tone
- ✓ Focuses on solutions, not blame

Example 5: Call to Action

Less effective:

Let us know if you’re interested.

Improved:

Please RSVP by Wednesday using this form:
[link]

Why this works:

- ✓ Clear action
- ✓ Clear deadline
- ✓ Easy to follow

Most communication challenges aren’t about doing more. They’re about being clearer.

Small changes in structure, tone and detail can make a big difference to how Pony Club feels for members, families and volunteers.





6. Helping People Know What to Do Next

Most Pony Club communication asks people to do something, such as:

- ✓ Register for an event
- ✓ RSVP to a rally
- ✓ Renew membership
- ✓ Complete a form
- ✓ Volunteer
- ✓ Submit paperwork
- ✓ Attend a meeting

If the “next step” is unclear, people are less likely to respond — even when they are keen to be involved.

Clear calls to action show respect for people’s time and make participation easier.

What a Good Call to Action Includes

Where relevant, try to make it easy for people to see:

- ✓ What they need to do
- ✓ When they need to do it
- ✓ How to do it
- ✓ Who to contact if they need help

For example:

“Please register by Friday 12 March using this link: [link]. If you have questions, contact Jane at secretary@club.com.au”

Additional tips for making calls to action clear on social media are included in Appendix D.

Keep It Simple

Strong calls to action are:

- ✓ Short
- ✓ Specific
- ✓ Easy to find
- ✓ Repeated if needed

Avoid vague phrases such as:

“Let us know if you’re interested”

“More information soon”

“Details to follow”

These often lead to confusion and missed opportunities.



Helping People Know What to Do Next (cont.)

One Main Action at a Time

Where possible, focus on one main action per message.

If there are too many requests in one post or email, people may not respond to any of them.

If several actions are needed, list them clearly.

Make It Easy to Act

Where possible:

- ✓ Include direct links to forms or registrations
- ✓ Avoid asking people to “search” for information
- ✓ Make deadlines visible
- ✓ Test links before sending

Small barriers can discourage participation.



Quick Check: Clear Next Steps

- ☐ Is it clear what I want people to do?
- ☐ Is the deadline visible?
- ☐ Have I included the correct link or form?
- ☐ Is contact information provided?
- ☐ Would this make sense to someone reading it quickly?





7. Our Look: The Basics

To help Pony Club be recognisable across Australia:

- ✓ Use official Pony Club logos correctly
- ✓ Keep colours and fonts consistent
- ✓ Use clear, easy-to-read typefaces
- ✓ Keep layouts simple and uncluttered
- ✓ Use good-quality photos
- ✓ Avoid stretching or distorting logos
- ✓ Follow sponsor recognition guidelines where required

Some clubs use tools like Canva to create their own templates. Others use different systems.



Handy link:
How to Use Canva:

A Beginner's Guide

<https://www.canva.com/learn/how-to-canva-beginners-guide/>

There is no single “right” way - the goal is clarity, quality and consistency.

If you're unsure, ask. We're here to help.



Quick Check:
Design, Branding & Fonts

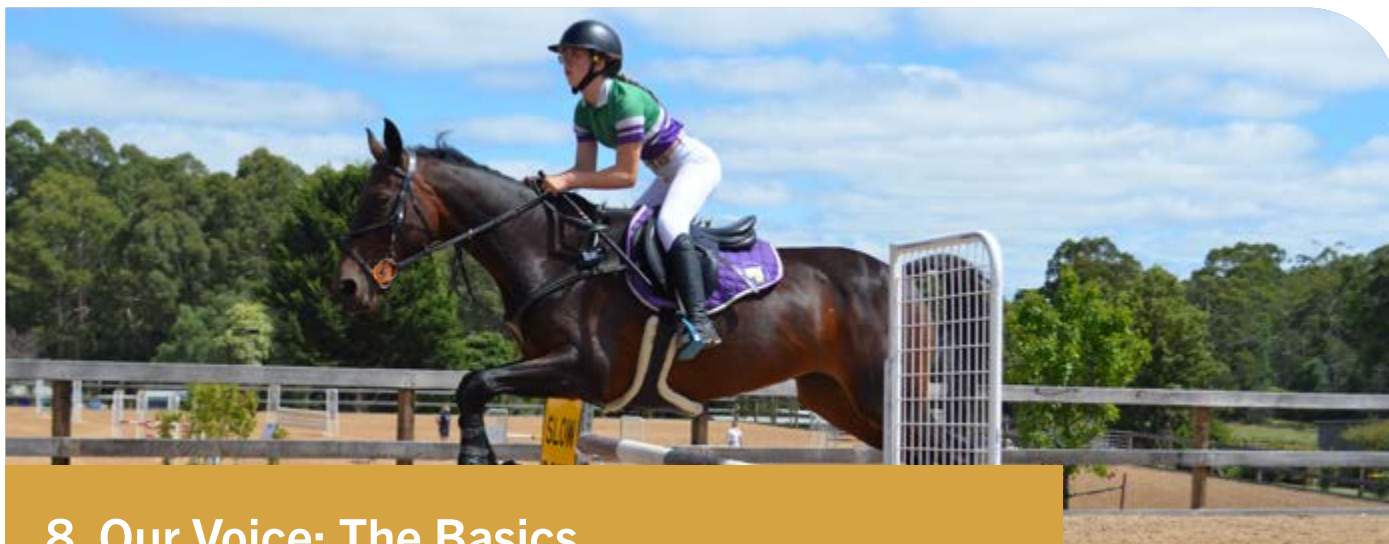
Before sharing a flyer, post or document:

- ☐ Is the correct club logo used?
- ☐ Are colours and fonts consistent with previous materials?
- ☐ Is the font easy to read on a phone?
- ☐ Is the layout clear and uncluttered?
- ☐ Does this look recognisably like Pony Club?

Clear, consistent design helps build trust over time.

More detail on logos, colours and fonts is available in Appendix A.





8. Our Voice: The Basics

Pony Club communication should usually feel:

- ✓ Warm
- ✓ Practical
- ✓ Respectful
- ✓ Human
- ✓ Professional when needed

Aim for:

“Friendly and organised”

Not “corporate”

Not “chaotic”



Quick Check: Promoting an Event, Program or Opportunity

When promoting events, programs, teams, camps or sponsorship activities, consider including:

- ☐ The main benefit to members
- ☐ What makes this opportunity special
- ☐ Any value-added inclusions
(for example: guest coaches, resources, merchandise, prizes, experiences, learning opportunities)
- ☐ Sponsor recognition (if required)
- ☐ Key FAQs
(e.g. age, level, experience, equipment)
- ☐ Clear sign-up or registration links
- ☐ Contact details for questions



Well-structured promotion helps members make confident decisions and increases participation.



9. Support and Resources

Pony Club Australia and State Associations aim to share helpful resources where possible, including:

- ✓ Logo files
- ✓ Basic templates
- ✓ Policy documents
- ✓ Guidance materials

Available resources may vary between states and territories.

If your club needs support with communication or branding, your State office or PCA team may be able to help.

We welcome suggestions about what resources would be most useful.





10. Final Message

Good Pony Club communication is:

- ✓ Clear
- ✓ Kind
- ✓ Consistent
- ✓ Welfare-first
- ✓ Fun

You don't need specialist training to communicate well at Pony Club.



Clear, thoughtful and consistent messages make a real difference.





Appendices

Optional guidance for clubs who would like more detail.

Appendix A: Understanding Branding at Pony Club

This appendix provides a simple overview of Pony Club branding for everyday use.



For full brand guidelines, including detailed logo usage, colour specifications and typography, refer to the [Pony Club Australia Brand Guidelines](#).

What “Branding” Means at Pony Club

At Pony Club, branding means helping people recognise who we are and trust what they are seeing.

It includes:

- ✓ Logos
- ✓ Colours
- ✓ Fonts
- ✓ Layouts
- ✓ Overall visual style



Clear, consistent branding helps families quickly identify official Pony Club information.

What Every Club Should Aim to Have

Every club is encouraged to maintain:

1. Official club logo files (high-quality versions)
2. A simple record of approved colours and fonts
3. Guidance on permitted logo use and variations
4. Access for committee members to these materials

This may be stored digitally or physically — whatever works for your club.

Using the Pony Club Logo

The Pony Club logo should always be used consistently and respectfully.

In general:

- ✓ Use official logo files (do not redraw or recreate the logo)
- ✓ Do not stretch, distort or recolour the logo
- ✓ Use the full-colour version wherever possible
- ✓ Use a white version when placing the logo on a dark or busy background
- ✓ Make sure the logo is clear and easy to read
- ✓ Any new state, zone or club logo must be approved by Pony Club Australia before use.

If you are unsure which version to use, refer to the [Pony Club Australia Brand Guidelines](#) or contact PCA for advice.

Appendices (cont.)

Why Fonts Matter

Using the same fonts consistently helps:

- ✓ Improve readability
- ✓ Make information easier to recognise
- ✓ Create a professional appearance
- ✓ Reduce visual clutter



Changing fonts frequently can make documents feel messy or unofficial.



Choosing one or two clear, easy-to-read fonts and using them regularly supports trust and clarity.

Creating Simple Templates

Many clubs use tools such as Canva to create:

- ✓ Flyers
- ✓ Social posts
- ✓ Certificates
- ✓ Notices

Templates help:

- ✓ Save time
- ✓ Keep communication consistent
- ✓ Reduce the need to redesign materials each time



Templates do not need to be complex — simple and clear works best.

If Your Club Does Not Yet Have This, That's Okay.

Developing basic branding resources over time is a worthwhile goal and can be done gradually.

If your club needs support, your State office or the Pony Club Australia team may be able to assist.



Appendices (cont.)

Appendix B: Information and Design Hierarchy

This appendix expands on the information, accessibility and design guidance in Sections 2, 3 and 7, particularly around readability, accessibility and clear information hierarchy.

Making Information Easy to Read

Most Pony Club information is read quickly, often on a phone.

Structure matters.

Information Hierarchy: What Comes First

In most messages:

1. What is happening
2. When
3. Where
4. What to do or bring
5. Who to contact



Place key information at the top.

Design Hierarchy: What Stands Out

Good design usually includes:

1. Clear headings
2. Short paragraphs
3. Bullet points
4. White space
5. Consistent fonts and colours



Avoid clutter.
Simple designs work best.

Designing for Accessibility

When creating graphics and documents:

- ✓ Use strong contrast between text and its background
- ✓ Do not rely on colour alone to communicate meaning
- ✓ Avoid large blocks of text written entirely in capital letters
- ✓ Keep text large enough to read on a phone



Clear design helps more people access the information.

Using Headings and Lists

Headings help people scan.

Lists make instructions clear.

Use them whenever possible.

Why This Matters

Clear structure:

- ✓ Reduces mistakes
- ✓ Saves time
- ✓ Improves safety
- ✓ Supports accessibility
- ✓ Reduces stress



Good design supports good participation.

Appendices (cont.)

Appendix C: Why Consistency Over Time Matters

This appendix expands on the consistency principles introduced in Sections 2 and 3.

Good communication and branding are not about being flashy or constantly changing things.

In fact, they work best when they stay fairly steady.

It can sometimes feel tempting to “freshen things up” every few months, or to change styles when a new committee comes in. While small improvements are healthy, frequent changes can make Pony Club information harder to recognise and trust.

When colours, logos, fonts, layouts and tone stay consistent over time:

- ✓ Families quickly recognise official information
- ✓ Messages feel reliable and credible
- ✓ Clubs appear organised and professional
- ✓ Confusion is reduced
- ✓ Trust is strengthened

When styles and approaches change often:

- ✓ Information can feel unofficial or uncertain
- ✓ People may miss important updates
- ✓ Confidence in communication can be weakened

Consistency helps Pony Club look stable, well-run and dependable — even as people and committees change.

It is not about being rigid.

It is about building a familiar, trusted presence in your community year after year.

Sticking with simple, clear and consistent communication is one of the easiest ways to protect your club's reputation and support long-term success.



Appendices (cont.)

Appendix D: Calls to Action on Social Media

Social media is one of the main ways Pony Club information is shared.

However, most members view posts on their phones, and many platforms shorten captions unless people tap “see more”. This means important information and links can easily be missed.

Clear, well-placed calls to action help ensure messages are seen and acted on.

Put the Key Message First

On platforms such as Facebook and Instagram, include the main point and call to action in the first one or two sentences, then clearly direct people to where they can take the next step.



Avoid placing important details only at the end of long captions.

Make the Action Clear

Where relevant, clearly state:

- What people should do
- By when
- How to do it

For example:

“Register by 12 March using the link below.”



Clear instructions reduce confusion and follow-up questions.

Use Your Graphic to Support the Message

Many people look at the image before reading the caption.

Where possible, include on the graphic:

- A clear headline (what the post is about)
- A short call to action (e.g. “Register Now”, “Entries Open”, “RSVP by Friday”)
- Key dates if space allows



This helps people understand the post at a glance.

Keep Layouts Simple

When adding text to graphics:

- Use large, easy-to-read fonts
- Avoid overcrowding
- Keep colours and fonts consistent with club branding
- Make sure text is readable on small screens



If people have to zoom in, the message is often lost.

Make Social Media Content Accessible

Where the platform allows:

- Add alternative text to meaningful images
- Add captions to videos and reels
- Check that text is readable on a small screen
- Include important information in the caption, rather than only in the graphic



Accessibility helps ensure more members can understand and act on your message.

See Appendix B for further guidance on accessible design.

Appendices (cont.)

Repeat Important Calls to Action

Important messages usually need more than one post.

Consider:

- An initial announcement
- A reminder
- A final “last chance” post

This helps ensure members who missed the first post still see the information.



Quick Check: Before Posting

Before publishing a social media post, ask:

- ☐ Is the main message visible in the first two lines?
- ☐ Can people see what to do without tapping “see more”?
- ☐ Is the link easy to find?
- ☐ Is the headline clear on the image?
- ☐ Is the text readable on a phone?

If “yes”, the post is likely to work well.

Where to Put Your Links (Facebook)

At the time of publication, many social media managers place external links in the first comment rather than the Facebook caption, as this may help the post achieve stronger organic reach. However, platform algorithms and recommended practices change regularly.

The most important consideration is making the next step easy for your audience. Whether the link is placed in the caption or first comment, make sure it is clearly signposted, easy to find and tested after publishing.

When using the first comment, tell readers exactly where to find it, for example:

Register using the link in the first comment



Appendices (cont.)

Appendix E: Quick Reference Checklists

These checklists bring together the most commonly used prompts from across this guide.

They are designed to be quick to use when drafting posts, emails, flyers or notices.

You don't need to use every checklist every time — just use what helps.

General Communication Checklist

- ☐ What is happening?
- ☐ When is it?
- ☐ Where is it?
- ☐ Who is it for?
- ☐ What does it cost (if relevant)?
- ☐ How do people take part or apply?
- ☐ Where can they get more information?

Call to Action Checklist

- ☐ Is it clear what people need to do?
- ☐ Is there a deadline?
- ☐ Is the link or form included and working?
- ☐ Is contact information provided?
- ☐ Is there one main action, or are multiple actions clearly listed?

Social Media Checklist

- ☐ Is the main message clear in the first two lines?
- ☐ Can people understand the post without clicking “see more”?
- ☐ Is the call to action easy to find?
- ☐ Is the link easy to locate (caption or first comment)?
- ☐ Would this make sense to someone scrolling quickly?
- ☐ Have I posted a reminder if needed?
- ☐ If children or young people are pictured or identified, have the required written consents been confirmed?

Email / Newsletter Checklist

- ☐ Is the subject line clear and relevant?
- ☐ Is the most important information near the top?
- ☐ Are instructions easy to follow?
- ☐ Are links clearly labelled and working?
- ☐ Is the message easy to scan (short paragraphs, headings, lists)?

Flyer / Graphic Checklist

- ☐ Is the main message clear at a glance?
- ☐ Are key details included (what, when, where)?
- ☐ Is the text easy to read on a phone?
- ☐ Is the layout simple and uncluttered?
- ☐ Is the correct logo used?
- ☐ Are colours and fonts consistent?
- ☐ If children or young people are pictured or identified, have the required written consents been confirmed?

Appendices (cont.)

Promotion Checklist (Events, Programs, Opportunities)

- ☐ What is the main benefit to members?
- ☐ What makes this opportunity special?
- ☐ Are key FAQs included (age, level, equipment, experience)?
- ☐ Is there a clear sign-up or registration link?
- ☐ Are contact details included?
- ☐ Is sponsor recognition included (if required)?

Tone & Culture Checklist

- ☐ Is the tone calm and respectful?
- ☐ Does this support a positive Pony Club culture?
- ☐ Is the language clear and easy to understand?
- ☐ Have I avoided blame or criticism?
- ☐ Would I be comfortable seeing this shared publicly?

Welfare Messaging Checklist

- ☐ Is the message calm and practical?
- ☐ Are next steps clear?
- ☐ Is it based on good practice or PCA guidance?
- ☐ Is the tone supportive, not blaming?

Final Sense Check

Before sending or posting:

- ☐ Would this make sense to a new member or family?
- ☐ Can people quickly see what to do next?
- ☐ Is the information accurate and up to date?
- ☐ Have I kept it simple?

Clear, consistent and thoughtful communication doesn't need to be complicated.

Using even a few of these checks can make a big difference to how Pony Club feels for everyone involved.





Have Questions or Need a Hand?

If you're unsure about anything in this guide, or need support with communication at your club, we're here to help.

Email: marketing@ponyclubaustralia.com.au

We're always happy to provide guidance, templates or feedback.

Version 1.0 | Published August 2026 | Review due August 2028