

Chestnut Ridge Magazine

www.chestnutridge.co.uk | August 2017

DONKEYS

*Learn about
these adorable
creatures*

Take our
30 Day Picture
Challenge



The latest tales from Chestnut Ridge

CRACKERS GOES VIRAL

Want to get
online?

Setting up your
own **FACEBOOK**
page

Chestnut Ridge

SCHLEICH OTHER ANIMALS

It's not all about horses here at Chestnut Ridge. Add variety to your collection with a selection of stunning and realistic animals from Schleich.



CAT SITTING

Chestnut Ridge Model Horses

www.chestnutridge.co.uk

catriona@chestnutridge.co.uk

Hello and Welcome



Gift Subscription

Want to give the perfect gift this Christmas? Then why not give the gift of 6 brilliant editions of the Chestnut Ridge magazines.

Subscriptions start from as little as £5.00 for a PDF subscription and can be shipped all over the world

If you would like to gift a subscription please email catriona@chestnutridge.co.uk or visit our website www.chestnutridge.co.uk to order.

Please make sure to provide a valid email address/postal address for the person who is to receive the subscription.

HELLO everyone and welcome to a very late edition of August's magazine. Well we are rather behind this year due to being so busy but hopefully you will really enjoy it now that it is here.

Over the last few month's we have been finishing off the show season in style. BMECS is now a distant memory and as I'm writing this the season is properly finished. We've had a wonderful year with a huge selection of brilliant live shows. My horses have (as always) done me proud although the highlight of the year has to be Hereditas winning Supreme Champion at the Dartmoor Live show in the Spring.

In this edition we are looking at social media and it's influence on the model horse world. It's hard to think of what things were like before the internet (remember when you used to fill in order forms and send cheques?) or even what they were like before social media.

For most model horse hobbyists the starting point of social media usage in the hobby would have been through forums and Yahoo groups. Most of those groups are now extinct but people do still use MHHR and Haynet Exchange (I know because I've never turned off the email alerts and get them through daily). The MEPSA Yahoo group is also still very active. But most things now have moved to Facebook, many forums such as Model Horse Love have sadly died away somewhat as people move to Facebook groups to discuss everything horsey.



Throughout this edition you are going to find lots of fun hints and tips on how you can use social media to really get involved in the hobby and to show off your own creations. You can do almost anything through sites such as Facebook or Instagram, from photoshowing your model horses to buying and selling to just having a general chin wag! They are definitely a great way to meet fellow hobbyists from all over the world.

But of course it wouldn't be an introduction to an issue on social media without a few words of warning. It is very important to stay safe online, if you are a younger hobbyist make sure you have your parents permission to use sites and keep them informed of what you are up to online. For older hobbyists remember to always protect yourself (such as using PayPal's buyer protection) and also remember the golden rule of social media usage...don't be a twat! Stick to that and you'll be all good :)

BECOME A CONTRIBUTOR

DO you want to give something back to the model horse hobby and join the team that make the Chestnut Ridge Magazine possible? Then why not become a contributor today!

Anyway can write for our magazine and there is absolutely no obligation. As one of our writers you will receive a list of the different themes being used over the coming

year as well as deadlines for each edition. You can produce any type of piece you like and they can be of any length. We have a variety of different articles in each

edition and if we can't fit yours in we will always hold onto it for a future magazine. As a contributor you will receive a free copy of that magazine (PDF format) and free

advertising (either in that edition or a future edition of your choice). All articles need to be written in English and must be in some way horsey or model horsey related, they

can be fiction or non-fiction. If you want to provide photographs they need to be good quality and your own. Email catriona@chestnutridge.co.uk

INSIDE

August 2017

3 Hello and Welcome

Welcome to August's edition of the Chestnut Ridge magazine

4 Inside

What will you discover inside this month's magazine?

NEWS

6 Third Stablemate Club Release

Meet Wolfgang the stunning black leopard spot Noriker.

7 Second Premier Release

The second Premier club release of 2017 is the beautiful Duende



7 BreyerFest 2017 News

What new models have been announced for BreyerFest 2017?

8 Ali

Meet this year's Vintage Club Gambler's Choice model. Which colour will you get?

8 Collector's Club Vote

What colour will be the winning

choice for the next Collector's Club special run.

9 Zion and Moab

Meet the latest release in Breyer's America the Beautiful series.

9 New Crafty Ponies Colours

Which new colour is your favourite? The dun, palomino or bay spotted?

MODEL HORSES

10 Lah Di Dah Live 2017

The third show in this brilliant series was just as enjoyable as ever.

14 Crackers' Blog

A revolution started by a Yorkshire Terrier riding a dinosaur?!?!?

16 30 Day Photo Challenge

Take the Chestnut Ridge 30 Day Photo Challenge this month.

20 Crackers and Instagram

What happens when Chloe tries to make Crackers an Instagram star

FEATURE ARTICLES

24 Setting up a Facebook Page

Reach a new audience by setting up a Facebook page for your model horse business

28 Understanding Social Media Marketing

Are you struggling to reach your audience?



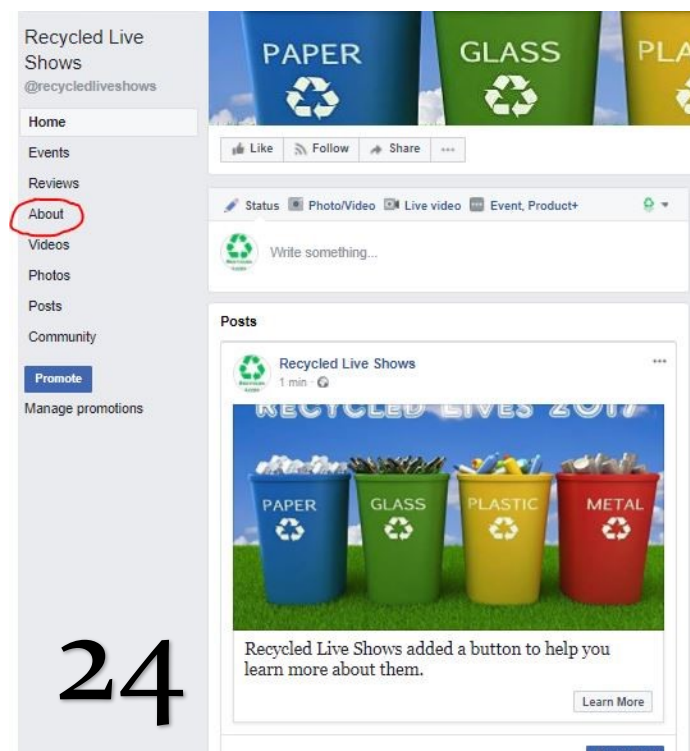
Want more followers? Learn some basics in this informative article.

30 The Best Facebook Groups

Get yourself into the best model horse Facebook groups and become part of an amazing community.

32 The Top 10 Model Horse YouTube Channels

Reduce your productivity and spend your day watching videos with this fun article.



REAL HORSES

33 Donkeys

Donkeys are different from horses in so many ways, we explore some of the more popular breeds and colours.



MODEL HORSE NEWS

The latest developments in the model horse community

CONTACT

catriona@chestnutridge.co.uk

WOLFGANG



Third Stablemate Club Release

Meet Wolfgang the third Stablemate Club release of 2017

THE Breyer Stablemate club is one of the most popular of the Breyer clubs. Each year six new Stablemates are released which can then be purchased by club members for around \$30 a piece.

The third release of this year was made in June. This gorgeous little spotted model is named Wolfgang.

As you can see from the image



Wolfgang is a black leopard spot model

on the G3 Friesian mould. He has lovely mapping around some of his spots and shading on his mane and tail. He even has details such as striping on his hooves.

International members were also then given the chance to purchase the first three models of 2017, Coco (the G2 Thoroughbred Mare), Zahrat (the G2 Arabian) and of course Wolfgang.

SECOND PREMIER RELEASE

Shown right is the second Premier Release of 2017, Duende.

Duende is a gorgeous Andalusian stallion sculpted by Mindy Berg and has been much in demand since images were released this month.

The model comes in a standing pose with a lovely dapple grey coat. Although many new owners were disappointed with their new arrival due to moulding flaws around the face and chest.

That said he is definitely one of the prettiest Premier Club releases and will look gorgeous in other colours, he has real customising potential!



BREYERFEST 2017 NEWS

BreyerFest 2017 has been an happened and here is a run down of all those models who we haven't discussed yet.

Navya

Shown right is Navya a decorator on the Django mould.

Madhuri

The BreyerFest Crystal this year was on the Bobby Jo mould.

Silent Auction

Birds of Paradise - This stunning decorator on the Pegasus Silver variation was themed with red, blue and yellow colours.

Auction Models

Below is a run down of some more of the auction models

that were sold at this year's BreyerFest:

- (1) Brindle Warmblood Stallion
- (2) Glossy Palomino Laredo
- (3) Rainbow Decorator Rejoice
- (4) Black Semi-Leopard Flash
- (5) Chestnut Overo Cleveland Bay
- (6) Cremello Pinto Newsworthy
- (7) Pintoosa Carrick
- (8) Palomino Hermosa & Corozon
- (9) Grulla Overo Indian Pony
- (10) Bay Leopard Destado



- (11) Red Dun Giselle
- (12) Glossy Grulla Bobby Jo
- (13) Bay Blanket Gem Twist
- (14) Bay Pinto Nokota

Live Show Prizes

The first of the live show prizes was a glossy Valegro (he looks amazing in gloss).

The second was a glossy Banks Vanilla.

Surprise Model

The surprise model this year was on the Latigo mould. The four colours were: Bay Pinto; Chestnut Pinto; Pintoosa and Buckskin. All were available in matte and gloss.



This year's gambler's choice for the Vintage Club was on the Family Arab Stallion mould.

Shown left are the four variations that member's could have received. The first shown is the Copenhagen variation. The second model shown is the Florentine variation. The third model shown is the Wedgewood Blue variation and the fourth model shown is the Gold Charm variation.

Models were sent out randomly and I was delighted to receive the Wedgewood Variation. He has a lovely subtle colouration and goes well with my other Wedgewood models.

COLLECTOR'S CLUB VOTE



This June Breyer Collector's Club members were given the choice to vote on a new special run model.

There were three models to choose from all of which had the same

colouration just on different moulds.

As you can see from the image above the colouration is that of a buckskin blanket spot with beautiful shading and a white

star on the forehead. The gorgeous pattern is finished off with three white socks, all with striped hooves.

There were three moulds to choose from and as with Scotty last year the most popular would be released to Collector's Club members.

The first mould is shown left and is the Connemara Mare mould. The second mould is the Fighting Stallion and the third mould is the Strapless mould.

I personally had to go for the Connemara Mare. Not only is this one of my favourite Breyer moulds (and also I have a few friends that absolutely love the mould so would be delighted with a new release) but she also just

suit the colour so well.

Of course she will be a nightmare to give a breed to if she does win and the more sound of mind may have chosen the Fighting Stallion who not only looks stunning in his new clothes but also would make a delightful Mustang.

I would be happy with either the Connemara Mare or the Fighting Stallion and we should find out next year which of the moulds has been the winner and will be released to Collector's Club members. I fear we may have to wait some time though as the first Collector's Club model of the year has been released and is not one of these three!

ZION AND MOAB

The majority of Collector's Club web specials are themed in some way, with models all being released as part of a series.

One such series is the America the Beautiful collection. The latest releases in this collection are Zion and Moab, a gorgeous dun pinto mare and foal.

Produced on one of Breyers most popular mare and foal sets, Susecion and Le Fire the pair are a stunning dun overo pattern with primitive markings.

They would make a lovely set of partbred Arabians and have a very unusual coat colour.



NEW CRAFTY PONY COLOURS

Crafty Ponies are a relatively new company that have become a bit of a hit with the UK model horse community.

The concept initially started with a craft kit that allowed youngsters to sew together their very own pony, hence the companies name Crafty Ponies.

In 2016 they launched a range of plush toys. The same design has the Craft Kit ponies these horses were ready made and featured a soft coat and a wool mane and tail.

The idea behind the brand is to help young people learn about horses, hence the mane and tail that can be easily plaited (great for practising for your Pony Club exams)!

Initially they were only

available in bay and then they released three new colours, black spotted, grey and black. These were an instant hit so it is no surprise that more colourways have been announced.

In the Summer of 2017 the three new colours were announced, palomino, dun and brown spotted. Shown right is the dun (actually buckskin) model. Each one is just as cute and cuddly as the others and comes with their own information sheet.

At Chestnut Ridge we like to give them all names and personalities, because we feel they need them. We chose Nougat for the dun, Caramel for the palomino and Harry for the bay spotted. Each one has their own special personality and behaviour, so

you can choose the pony that is just right for you.

Crafty Ponies also come with an amazing array of realistic accessories. Their open mouths allow you to use a bit on the pony and their realistic bridles and saddles are just like real ones. You can even take them apart and put them back together as you

would a real bridle.

This learning element to the Crafty Ponies range is central to their design. But don't worry, if you aren't too bothered about learning you can just cuddle up and go to sleep with these amazingly soft and cuddly little ponies. Suitable for adults and children alike!



Lah Di Dah Live 2017

The third live show in the Lah Di Dah Series was held on the 2nd of October 2017 with a packed out hall and some serious competition.



LAH Di Dah Live is one of the most popular specialist shows of the year. Started in 2015 by Laura Graham and Catriona Harris the class list has changed a bit over the years but still contains a vast number of specialist classes for British and Irish breeds of model horse.

The show contains five sections, a small performance section to start the day and then four large breed sections for Custom Finish, Original Finish, Artist Resin and CTF. The show is open to all makes and models so the Original Finish section includes commercial china and resin as well as plastics like Breyers.

The idea of the show is to focus on the Best of British. This means the classes are all tailored around breeds from the UK and Ireland. You would be surprised at how many there are! As well as the thirteen native breeds and three heavy breeds there are a huge selection of light breeds and types. With classes for everything from Hacks to Hunters, Show Ponies to Shetlands.

As one of the show hosts my day started early. Thankfully the hall is very close to where I live but I still had to start my day by persuading Laura to get up (never a fun start) and filling the car with all the general junk that comes with running a live show. Along with my own show string of course!

The day before I had been shopping and purchased a few last minute prizes. Going with the British theme I got some umbrellas and shortbread to be awarded to the champions. I mean who doesn't love shortbread? Or umbrellas? You can never have too many umbrellas! My shows have a bit of a reputation for quirky and

Custom Finish and Reserve Supreme Champion Lah Di Dah Live 2017



Performance Champion Lah Di Dah Live 2017

unusual prizes so I knew the entrants would be excited and amused by my bizarre choices.

I also got the goody bags for the entrants. I decided it would be really fun if each entrant got a tea cup filled with speciality tea bags. Having raided a lot of charity shops (every single one in High Wycombe) I had bags full of very hideous tea cups, some random sugar dishes, a few tea pots and a jug. I then filled each one with a selection of different tea bags, including some fun fruity varieties. These were so popular and people really loved them, it just goes to show you can have some real fun with live shows and do something quite unusual!

The unusual didn't stop there, we also awarded a tea bag to every first placed horse! I mean who wouldn't want to win a tea bag? Well most people probably they weren't the best tea in the world...but still a fun twist.

Once the tables were out, the tea cups laid out and the hall set up we started to allow entrants in whilst I unpacked. Wendy was first to arrive as always and Brandy took up her usual position by the door to do meet and greet. I couldn't imagine live shows without Brandy there to greet everyone and I'm sure the rest of the hobby would agree. She loves seeing everyone so much! She is going to be rather disappointed that I'm only running three shows this year.

Once everyone was seated and unpacked it was time to start the show day. Lah Di Dah always starts with a performance section. We have scaled it down a bit over the years due to a lack of support for the section (very sad to see) but it is still quite popular. There are fifteen classes for specialist English events, ranging from Racing to Pony Club Games.

Nearly all of the entrants had a go at the classes and it was great to see such support for some of them. Classes such as Show Jumping were filled up with extra tables being needed for the excess. It would be wonderful if next year we could see even more support for our performance sections. It is such fun to do (if not a little stressful) and it is so nice to see more and more people get involved.

Performance judging was tough as ever. With competitive classes and high class entries it was never going to be easy to pick a winner. The overall championship for the section was made up of three champions, each winning their own individual section.

The winner of the first performance section was the mounted games entry. This little pony was shown with a rider bursting balloons as she went along. A really sweet little piece. The second winner was the Cross Country entry. This entry featured a small scale chestnut jumper and log jump. The final winner was the in hand

entry. This was a lovely grey Copperfox Welsh Cob displayed in full stallion harness with handler.

Judging of the championship was tough but it was eventually decided that the champion should be awarded to the Pony Club Games entry with reserve going to the in hand entry and reserve to reserve being awarded to the cross country entry. Well done to everyone who entered performance there were some stunning entries and so much effort put in, each placing was well deserved.

It was now onto the in hand sections and we had four very large sections to get through. Lah Di Dah is always a bit of an intense day with people worrying about time but thankfully we managed to keep everything going with an efficiency that seemed almost seamless. Even if I didn't get to sit down for the whole day!

The first three in hand sections to be run were Custom Finish, Original Finish and Artist Resin. CTF is run after these sections have finished across all three rings. That is usually the best way to spread things out, although it does mean if you are only showing in CTF you do have to wait around a bit.

As you would expect the custom finish section was very well supported. This show is unique in that it has classes for certain types and breeds that wouldn't normally get their own class. You would therefore think that some of the classes would be quite empty but not so! It's amazing how many stunning British customs people are hiding away.

As with performance the section championship was made up of all the

Original Finish & Reserve to Reserve Supreme Champion Lah Di Dah Live 2017



Artist Resin & Supreme Champion Lah Di Dah Live 2017

winners of the small sections these were: donkey foal; Exmoor mare; Connemara gelding; Shetland stallion; cob gelding; Shire stallion and a Thoroughbred stallion. I am ashamed to say that a large number of these were my models! They did exceptionally well and I am very proud of them.

The section championship line up was therefore quite tough but the winner was definitely well deserved. Champion was awarded to a little pinto donkey foal who is just beyond adorable! Reserve champion was awarded to my own CRS

Suspended Animation, a fleabitten grey Newsworthy custom by Deb Brown who is shown as a Connemara. Reserve to Reserve champion was also awarded to one of mine, CRS I Am Spartacus, a bay sabino Smarty Jones also by Deborah Brown who is shown as a Thoroughbred.

Up in the ring furthest from me was the Artist Resin section. It was wonderful to see so many models sculpted by British artists being shown in the section, including plenty of Animal Artistrs (who really padded out the classes). It was again a very competitive

section but there weren't many surprises when it came to the section championship!

The line up for the section champion consisted of a variety of different sculpts from different artists. There were vintage resins, brand new resins, Animal Artistrys and even Artist Chinas going for the section champion title.

In the end however it was last year's Supreme Champion that won the section, a grey Valor shown as a Thoroughbred. Reserve was awarded to a bay pinto Shetland and reserve to reserve was awarded to Laura's bay Hackney foal. Lovely to see a bit of variety in the line up.

The Original Finish section was by far one of the most competitive of the day. As well as a huge range of Copperfoxes (the Welsh D class was a nightmare to judge) there were also lots of Commercial Resins and Chinas from British companies such as Border Fine Arts and Beswick. A lot of these models were quite old but they were still stunning and definitely going strong.

Judging of the section championship therefore was not easy. It mainly consisted of Commercial Resin and China models with these often depicting British breeds much better than the commercial plastic brands.

In the end the champion was awarded to a stunning grey Shire resin. Reserve champion was awarded to a mother donkey (her baby is shown on the same plinth as her but didn't place in the ribbons this year) and reserve to reserve was awarded to a lovely dapple grey Northlight cob. It was really no surprise to anyone that it was the resins and chinas that took home the wins.

Somewhere amongst all this showing we were able to have a lunch break. Of course lunch meant a chance to do a spot of shopping, some fun classes and uniquely to Lah Di Dah Live cream teas! This is the moment that Brendon had been waiting for all day and as soon as the scones were opened he was there demolishing them. It's a



Craft, Toy, Foundation Champion Lah Di Dah Live 2017

miracle we took any home! Being a spectator at Lah Di Dah Live definitely has its perks!

The fun classes were all judged using the patented marshmallow method. Although I didn't have any marshmallows so we used sherbet straws and other sweets instead. My favourite winner of the section had to be the heraldic potato who one the best Heraldic animal class! A traditional site on many a shield is a blue potato.

So the day was nearly over and there was just one more massive section to get through...CTF. Always a nightmare to leave till last (why do we leave it till last)? This section was HUGE! With many CTF brands being based in Britain or Europe the classes were bound to be big. It was wonderful to see a huge amount of variety in the offerings as well, from Magpies to Schleich to RubberNedz. There was even a Rydal or two!

The final line up contained nine horses of different breeds, makes and types including: a bay RubberNedz Hackney, a chestnut RubberNedz Irish Draught, a bay spotted Julip pony, a grey Rydal Welsh, a bay Julip, a chestnut CollectA Thoroughbred foal, a sooty palomino Julip and a grey RubberNedz Irish Draught. It was nice to see such an emphasis on British brands in this line up.

Supreme Champion was awarded to the stunning grey Rydal Welsh. An amazing achievement to have a model in such good condition after so many years and a beautiful example of the breed. Reserve champion was awarded to my own CRS Pandemonium, a grey RubberNedz Irish Draught. Reserve to reserve was awarded to a beautiful sooty palomino Julip.

So now it was time for the Supreme. Ten horses were competing for the title of Supreme Champion of the show. Not only would they take home a beautiful tartan rosette but also a very tasteful green and pink teapot (I lie it was hideous). For the reserves were a sugar pot and a milk jug both in saucers and with tea bags. I mean what more could you want? And for all three were mouse mats with a custom made design by Laura exclusively for this show. A practical alternative to the certificate.

After some tough judging it was a repeat win for the Supreme Champion. The award was given to the winner of the Artist Resin section, an infamous grey Valor who took home the Supreme title in 2016 as well. Reserve Supreme was given to the little custom donkey foal and reserve to reserve supreme was given to the grey Original Finish Shire. Three stunning examples of their breed types that really showed off the best of British breeds.

Crackers' Blog

Processing new stock, decorating Christmas trees and negotiating the release of hostages all just part of the job for our favourite Julip



Negotiating the release of the hostages

WELL hello there loyal readers! This month hasn't half been a tough one, you wouldn't believe the kind of things I've had to put up with. Not only did it snow and I had to stand in my stable for a WHOLE DAY but they even reduced my feed ration! Something about not being in work...but that wasn't the half of it. Let me start at the beginning.

So it's a very very very cold morning and my food is late and I'm in a bad mood already. And then I hear something about boxes and new horses and processing of stock. Urgh I think to myself, I am going to have to actually do some work today and right before Christmas as well!

It is of course very important as the face of Chestnut Ridge that I meet and greet all our new arrivals to welcome them to the herd. So I pulled myself out of my stable (I could hear some cries of Crackers in the background but I think I was just imagining that) and headed off to start my duties.

Most of the new arrivals seemed



The leader of the revolt - a rather bad tempered small dog

reasonably acceptable to my tastes. Some were kind of strange and seemed a bit bitey but that didn't bother me. I did my usual speech and said hello and was looking forward to getting back to my stable.

So I headed on home and went back to bed, I had found a few carrots on my way and was looking forward to munching on them for my dinner when I hear Minstrel making an all mighty racket. What on Earth is going on with that silly mare now I wonder. I mean if there is another spider in her stable I am not dealing with it, I have removed spiders for the last time. I am tired and I

want to eat my carrots and go to bed.

"THERE'S A DINOSAUR" she screams. Now firstly, I have no idea what a dinosaur is and secondly, at this point I assume it is a kind of bug. As I said, I am NOT removing another spider from her stable. But I suppose I should at least attempt to calm her and so I put my head up and lean over the partition (that now has a hole in thanks to a previous spider related incident) to see what is wrong.

"DINOSAUR" she screams again indicating towards the door of her stable. The poor creature looks in a right state and is at the back of her stable all covered in sweat. I look towards the door and see one of the bitey creatures I had met earlier. They must be dinosaurs then. I don't know what those are but I'm not too sure I want them leaning over my stable door.

"May I help you?" I politely inquire and then all I can hear is this tiny little yapping noise. Like a small mouse that is also a dog. I recognise it because one of the people who comes on the yard

has this tiny little yapping rat that I am informed is a dog. I don't really like it because you can be walking along and then sorta stand on it by accident rather easily. I don't really want rat goo on my hooves so I would rather it wasn't there.

"Are you the person in charge around here?" the tiny little rat thing asks. Well yes of course I reply (I mean we all know that I'm in charge). "We have a list of demands, we have hostages, we are in charge now" the small yappy dog replies.

Now of course I have many talents but I am yet to have to negotiate the release of hostages. Of course my first step was to establish the identity of the hostages. If they involved say, Shetland Ponies or Foals then I probably wasn't going to put much effort into the situation. If however, they involved my beloved Indigo then I would die to save her (metaphorically of course and with minimal actual effort).

"Who are your hostages?" I ask the small yappy creature (who by the way is on the back of the dinosaur, apparently you can ride large bitey dinosaurs, there's a thing I you know now). Unfortunately said creature did not reply and instead galloped off back into the Pony Room which is like THE OTHER SIDE OF THE LANDING. I groaned. I suppose I should do something. I mean I am in charge afterall. So off I go (with a few carrots for the journey) to the pony room.



There I find a selection of horses all corralled behind these little plastic fences. I'm not sure I know any of them very well but I spotted Billy amongst the group and groaned inwardly. Now I would have to let them out. I couldn't leave Billy to be held hostage by a strange yappy rat could I?

I spotted the tiny rat dog in the light tent still on board his dinosaur and with much effort headed up to negotiate the release. "What are your demands?" I ask (I'm not great at reading so thought it would be best to actually ask them in case I made a mistake). "We demand the freedom of our brethren who are contained in tiny plastic bags with very little oxygen and chance of survival". The tiny dog replied. Seriously? Is that it? They just wanted to be removed from their packaging. I can do that. Easy.

"Where are your brethren?" I ask (no idea what that actually means). "In the lower rooms in a large container, thrown in together like they are dirt" the tiny dog replies. O great. Downstairs. I normally only go downstairs to steal carrots from the fridge or climb the Christmas tree. Getting up again is really really hard unless you can catch a lift.

But I suppose I should have to go. So I do what any sensible tiny pony would do and called the giant cat beast. All I had to do is flip my reins over my head (seriously Chloe shouldn't leave my bridle on me) and off we go.....weeeeeeeee.....all the way down the stairs and into his little house. I thanked him for the lift and ran off at high speed whilst he attempted to catch me.

Once down I found four large boxes, each containing bags upon bags of tiny little creatures. I assumed that the dog didn't really care much for others and so started to dig around for the other small rat dogs. Eventually I found them and using a lot of chewing and biting released them all from their tiny plastic bags.

Catching a lift back upstairs with the giant cat beast I returned the tiny dogs to their tiny dog leader and released the hostages. Another hard days work complete! O and to finish it off I filled a fake order on the website for five Yorkshire Terriers to be shipped to the Orkney Islands. Well we wouldn't want dissent in the ranks would we?



30 Day Photo Challenge

Grab your camera and get ready to have some fun. Take our 30 Day Photo Challenge to test your photography skills and show off your model horses.



Day 2 - A decorator model horse

WANT to spice up your Instagram feed a bit and get a little creative? Then why not turn your hand to our 30 Day Photo Challenge. This challenge asks you to post a picture following a specific theme each day for 30 days. Upload it onto your favourite social media platform and use the hashtag #CR30DayPhotoChallenge.

Don't forget to have a search online for other people's attempts as well! And finally a little tip, there are plenty of programs and platforms out

there that allow you to schedule posts. So if you know you are going to miss a day why not schedule it in advance? But no worries if you do, just upload it the next day and we'll all forgive you.

Camera ready? Models ready?
Then it's time to start the challenge!!!

Day 1 - A model on a black background

Maybe you will use a proper vinyl

background? Or maybe just a model against a black wall? It is up to you how you interpret it.

Day 2 - A decorator model

Decorators are models with non-realistic coat patterns such as Goblin above.

Day 3 - A model in a strange place

Why is there a model horse in the bath?

Day 4 - A head shot

Just a picture of your models head,

Day 4 - A head shot



nothing else.

Day 5 - A grey model

If you don't own a grey then get painting, or maybe interpret this a bit creatively

Day 6 - A pony!

It's not all about horses! Who wouldn't want to see a snap of a cute little pony?

Day 7 - Something that isn't a model horse

Maybe it will be a model dog? Or a dolphin? Or even a dinosaur?

Day 8 - Your newest arrival

Who have you just received? Get them out of their box and ready for a photoshoot!

Day 9 - Your first model horse

From newest to oldest, take a picture of your first ever model horse.

Day 10 - A model at night

Night photography is a real challenge but there are loads of online guides to help you with this one.

Day 11 - Your most unusual model

I know enough about model horses to know there is something very very weird



Day 1 - A model on a black background

in your collection.

Day 12 - Something you created

Maybe you made your model a rug? Or painted a lovely custom? It doesn't matter what just post something you created.

Day 13 - Something funny

Make the viewer laugh!

Day 14 - A model horse and another animal

Either model or real! Maybe you want to take a picture of your model with your pet cat? Or maybe you'll use that cute Schleich dog you just purchased?

Day 15 - A model in a fridge

Because why not?

Day 16 - A realistic scene

Think photostock performance entry. Create something realistic.

Day 17 - A model horse in tack

Grab your tack and get them tacked up! Can be anything you like.

Day 18 - Falling off!

Not everything goes to plan. Take a snap of what happens to your poor riders when things go a bit wrong!

Day 19 - Model Horse Disasters

Did you smash a resin? Or have an airbrush explosion over a custom? Post a disaster today!

Day 20 - A spotty model

It could be an appaloosa or an OF with very strange dapples, it is up to you.

Day 21 - A bum shot

We don't see enough of these. Turn your model around and do a bum's first shot!

Day 22 - A model in their stable/home

Take a picture of your model all tucked up in bed - wherever that bed may be

Day 23 - Your collection

30 Day Model Horse Photo Challenge

#CR30DayPhotoChallenge

- Day 1 - A model on a black background
- Day 2 - A decorator model
- Day 3 - A model in a strange place
- Day 4 - A headshot
- Day 5 - A grey model
- Day 6 - A pony
- Day 7 - Something that isn't a model horse
- Day 8 - Your newest arrival
- Day 9 - Your first model horse
- Day 10 - A model at night
- Day 11 - Your most unusual model
- Day 12 - Something you created
- Day 13 - Something funny
- Day 14 - A model horse and another animal
- Day 15 - A model in a fridge
- Day 16 - A realistic scene
- Day 17 - A model horse in tack
- Day 18 - Falling off
- Day 19 - Model horse disasters
- Day 20 - A spotty model
- Day 21 - A bum shot
- Day 22 - A model in their stable/home
- Day 23 - Your collection
- Day 24 - A bridle
- Day 25 - Something beautiful
- Day 26 - A black and white image
- Day 27 - A spooky image
- Day 28 - Woodland
- Day 29 - Out for a hack
- Day 30 - Something that makes you happy





Day 21 - A bum shot

Even if you can't fit them all in one shot try and get an image of as many as you can.

Day 24 - A bridle

The name says it all really! Take a picture of a model horse bridle, either on or off your horse.

Day 25 - Something Beautiful

Maybe it will be a stunning model? Or just a really beautiful scene? It could even be a gorgeous piece of tack.

Day 26 - A black and white image

Maybe it will be a picture of a piebald? Or maybe you could get some photo editing software out and have some fun!

Day 27 - A spooky image

Oooo spooky. Give your followers a tingle down their spine today.

Day 28 - Woodland



Day 23 - A photo of your collection (or at least part of it)

Maybe you will take your models to the woods for a photoshoot? Or maybe you'll think creatively and photograph a woodgrain? It is entirely up to you!

Day 29 - Out for a hack

Take a cute scene of your horse out on a hack. Or maybe take a model on a hack with you and photograph them when it is safe to do so!

Day 30 - Something that makes you happy

Take a model horse picture that makes you happy and share some joy with the world.

Congratulations! You have completed our 30 day challenge. Did you enjoy it? Did you discover some new places to take photographs that you didn't know existed?

Once you have completed your challenge why don't you share it with your friends to encourage them to get involved to. On page 18 you will find a printable sheet that you can either print off or screen shot to share around. We will post this on the Chestnut Ridge Instagram when we start the challenge so you can also share it on there!

If you enjoyed the challenge and want to do some more 30 day challenges then make sure to follow Chestnut Ridge

throughout 2018. Each month we will post a new 30 day challenge for you to try. They will vary from photographing to customising to tack making and some other challenges to. It is a great way to get involved with the hobby and try out new things.

Or why not create your very own 30 day challenge? If you do make sure to share it with us so we can have a go as well! When you are creating one try to think about your target audience. You don't want the daily tasks to be too tough or people won't do them, you also don't want to exclude anyone. Creating a photo challenge that asks people to photograph a Friesian for example will exclude everyone who doesn't own a Friesian model horse. Maybe instead go for something more general like a theme of 'black' or 'carriage horse' or 'baroque' that people can interpret in their own way and fit with their own collection.

30 day challenges are a really great way to test yourself and push you out of your comfort zone and we really hoped you enjoyed ours. You are welcome to interpret each of the themes however you want so don't feel too stuck if you don't have a specific model that fits the brief (if you don't own a spotted model horse think about how you could interpret that day creatively).

And remember to HAVE FUN!!!



Q Search

Crackers and Instagram



What happens when everyone's favourite Julip is let loose on the social media? We all know this is probably not going to end up going well.

“HAVE you seen this?” Chloe shoved her phone under Edward’s nose. It was of course, as it usually was, on Instagram.

“This horse has like 20,000 followers and Equestrian companies send his owner free stuff and he models it for them!”

Edward groaned as he looked at the picture of yet another horse for like the 100th time that evening. Chloe had become obsessed with the idea of making Crackers and Instagram star, convinced this was the way to fame, fortune and some free horse treats.

“Yes but that horse is adorable” Edward replied looking at the images featuring a very cute little pony getting up to all kinds of adorable antics.

“Crackers is more....well...he doesn’t exactly have the cute factor does he?”

Chloe almost fell off her chair as she recoiled back in horror. “What do you mean he doesn’t have the cute factor? He is ADORABLE, he would get way more followers than this little thing” she huffed.

“Seriously Chloe, nobody would want to look at pictures of Crackers on the internet. Nobody.”

“Well I think your wrong” she stubbornly crossed her arms after snatching back her phone. “Tomorrow morning I am going to give Crackers his very own Instagram account and he shall be a star”

Edward rolled his eyes as he leaned back into his chair and continued to read his book. Chloe was now making strange snorting noises as she scrolled through her phone and made notes as to how she could make Crackers famous.

The next morning Chloe was up early and ready to head to the charge. Her phone was charged up, she had her notes and she was ready to make Crackers and internet sensation. He would quite literally go viral (in the internet sense, not in the sense of that time he caught a weird viral infection



Crackers will you please just look at the camera? Maybe I should have used Minstrel instead...

having escaped for three days and had to be placed in insulation).

She packed up her best grooming kit and headed off to the yard in her mum’s car. “What are you planning on doing today love? It’s a nice day why don’t you go for a hack? Or maybe you could work on your dressage test for next week?” Her mum wittered on completely unaware of the greatness her daughter was about to achieve. This was going to be bigger than Shamrock. Bigger than Hovis. Bigger than those donkeys that carry wine at people’s weddings. Crackers was going to be a star.

As she arrived on the yard and approached Crackers stable she became immediately aware that it was going to take a few hours to get him to the point of Instagram sensation readiness. The first thing she really needed was an adorable picture to use as his profile pic. She wanted to get him all tacked up and ready looking over his stable door, just like she had seen one of the accounts she followed do. But first she was going to have to turn her currently green and brown horse back into a white and brown one. Why on why had she got a coloured?


After about an hour of scrubbing Chloe was starting to contemplate the idea that maybe Crackers wasn’t the best horse to be using for this task. She looked over to the field and noticed

Clove, happily grazing under some trees, rug still on and no sign that she had been rolling in the mud. But the more she thought about it the more she concluded that actually, the fact that Crackers ruined everything, was never clean and seemed capable of non-stop mischief was probably what was going to make him famous. That said she still needed him to look gorgeous for that profile picture.

Three hours later and Chloe was soaking wet and filthy but Crackers shone. His coat was gleaming and his mane was neatly plaited back in a running plait, just like those fancy Spanish horses. She popped his bridle on and put him back into his stable. Now she just needed one quick snap and she would be away.

Half an hour later Chloe was still attempting to get Crackers to actually look at the camera. Minstrel, however, looked happily over her stable door and even posed when she saw the camera phone point at her. Just a pity she had apparently rolled in her stable. Maybe she would be a better choice Chloe thought? No no, Minstrel wasn’t hers and afterall she was the one who wanted the free stuff!

“What are you doing?” Lisa looked over Chloe’s shoulder at the camera phone “Are you actually going to ride that horse today or just photograph him?”



"I'm taking a profile picture for his new Instagram account" Chloe beamed back up at Lisa.

"Who on earth would want to look at pictures of Crackers? It's bad enough most days having to see him in real life!"

"Who on earth would want to look at pictures of Crackers? It's bad enough most days having to see him in real life!" Lisa laughed as she patted him on the nose.

Chloe glared at Lisa, "O wait you're actually serious? Umm OK well maybe if I stand behind you and hold a carrot?" She desperately attempted to back track so as not to offend one of her favourite clients.

"Good idea!" Chloe beamed at the suggestion. A few moments later and Crackers had posed for the perfect picture.

"Right, now we need to get some snaps of him being ridden and doing fun things to start off the account". Chloe smiled.

"OK well be safe and please don't use your phone whilst riding, it is quite dangerous" Lisa groaned, wondering why she even bothered attempting to persuade her clients that maybe having two hands on the reins and not doing a live stream of your cross country course from your phone would be a good idea.

Chloe removed a now rather confused and slightly grumpy Crackers from the stable and headed out for a hack. She managed to take several snaps of his ears and quite a few of the floor but she got at least one she was happy with. His ears were forward and you could see the countryside beyond. Perfect she thought, everyone likes artsy Instagram pictures and with the sun just setting the lighting in this one is gorgeous.

Now what she pondered to herself flicking through her notebook. Aaaa yes of course! Hashtags! All Instagram accounts need to use hashtags to increase their popularity. Now what was that one for this month

again? O of course,
#nostirrupsnovember.

Chloe didn't like riding Crackers without stirrups, he had a tendency to do unpredictable things and she quite like the safety blanket of having something to put her feet into in case of rearing, bucking or random airs above the ground, just some of the additional elements he liked to put in during schooling. But maybe if she just got Edward to quickly grab one snap of her bareback, she would only need to be on for like two seconds? I mean that couldn't go wrong could it?

She found Edward cleaning his tack and eating a rather large chocolate bar. "Can you do me a favour and quickly photograph me riding Crackers?" she smiled sweetly at her brother.

"It's getting dark" he said as he shoved another chunk of Dairy Milk into his mouth. "I'm not sure the lighting will be very good".

"It's perfect" Chloe smiled "it's artsy, I'll add a filter as well for the perfect effect". Edward rolled his eyes and grabbed one more chunk of chocolate before heading outside with his sister.

"Umm where's your saddle?" he said as he stared at Crackers who was stood tied up by the outdoor school in nothing but his bridle.

"It's for No Stirrups November" Chloe retorted in a tone that made her brother sound like a complete idiot for not knowing this obvious fact.

"You're going to die" Edward said matter of factly as he opened the gate to let her in. She led Crackers up to the mounting block and half vaulted half hurled herself onto his back.

Crackers was clearly unsure of this new development. On the plus side he wasn't having his girth tightened, on the down side Chloe was quite boney.

"Well at least he's got plenty of padding" Edward laughed. "Now quickly

Crackers has been up to no good again! He got into the donkey's barn!



#nostirrupsNovember

do whatever you want so I can get back inside in the warm".

Chloe urged Crackers on to a trot and Edward snapped a couple of artsy shots of the pair looking pretty.

"Right I've got it, you can get off now" he shouted from the other side of the arena. Chloe asked Crackers to slow down but he was having waaaay too much fun. He wasn't quite sure if he liked the bouncy human on his back but without his saddle he was surely allowed to go and gallop? Afterall no saddle means field means GALLOP.

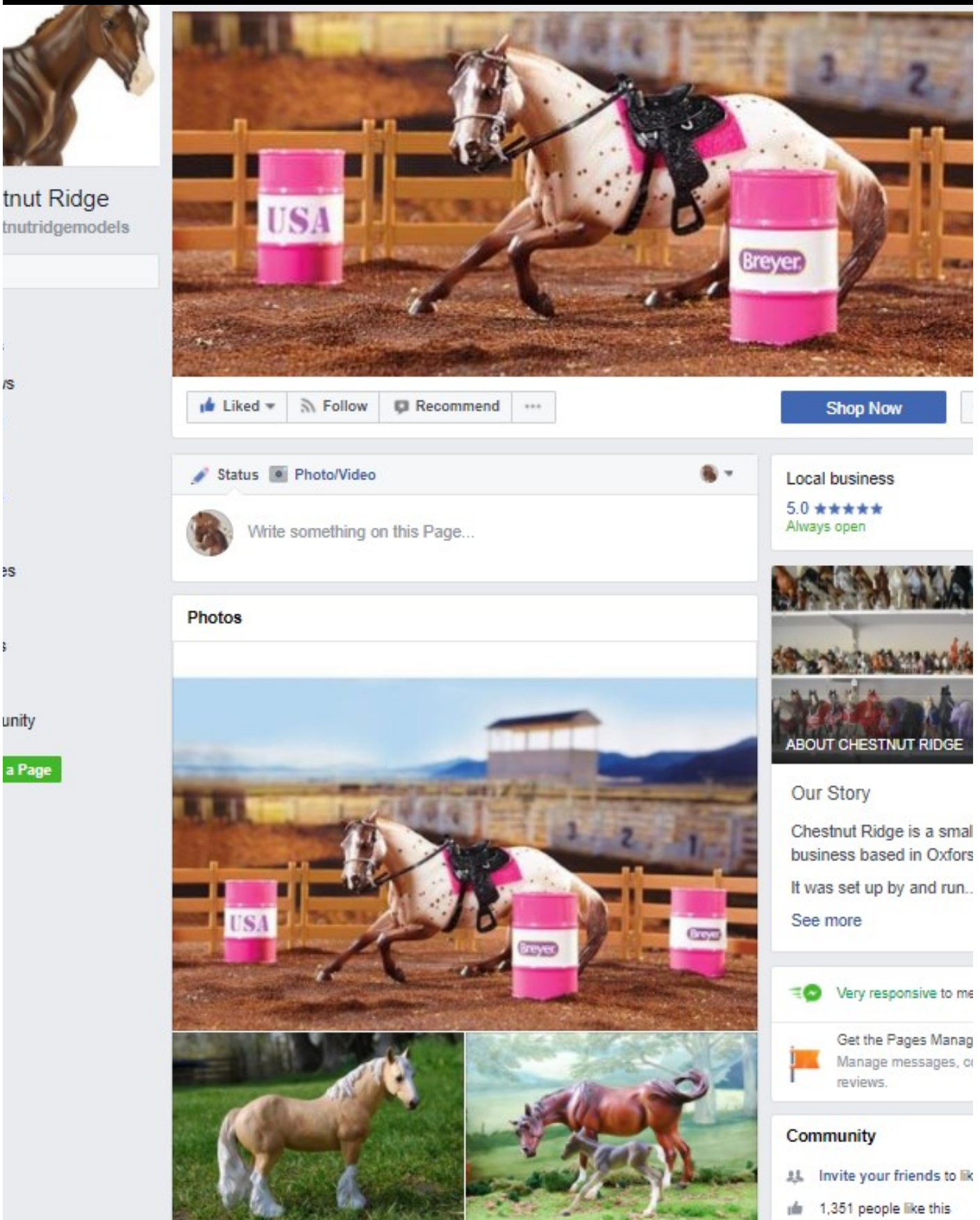
"Crackers NO!!!!!" Chloe shouted as he bolted off around the arena at high speed. "I think you should probably slow down" Edward mused, half laughing, half presenting a 'I told you so' face.

"I CAN'TTTTT" Chloe screamed as they did another lap. And then suddenly, without any warning Crackers slammed to a halt and sent Chloe over his neck, over the arena fence and into a massive muddy puddle.

"Now THAT is going viral" Edward laughed as he clicked end on the recording.



Setting up a Facebook page



The screenshot displays the Facebook page for 'Chestnut Ridge' (tnutridgemodels). The page features a profile picture of a horse's head and a cover photo of a white horse with brown spots running in a barrel race. The main content area includes a status update prompt, a 'Photos' section with three images of horses, and a 'Local business' section with a 5.0 star rating and 'Always open' status. The 'About' section describes the business as a small operation in Oxford, Mississippi, run by the founder. The 'Community' section shows 1,351 likes and an option to invite friends.

tnut Ridge
tnutridgemodels

Like Follow Recommend

Shop Now

Status Photo/Video

Write something on this Page...

Photos

Local business
5.0 ★★★★★
Always open

ABOUT CHESTNUT RIDGE

Our Story
Chestnut Ridge is a small business based in Oxford, Mississippi. It was set up by and run by the founder. See more

Get the Pages Manager
Manage messages, or reviews.

Community
Invite your friends to like
1,351 people like this

Get yourself and your horses an online presence



Hover your mouse over the cover photo and click 'change cover' to change or reposition your cover photo.

SETTING up a Facebook page is a great way to getting new customers and reaching a large audience. Most people expect businesses or events to have Facebook pages nowadays and it is a great alternative to setting up a website.

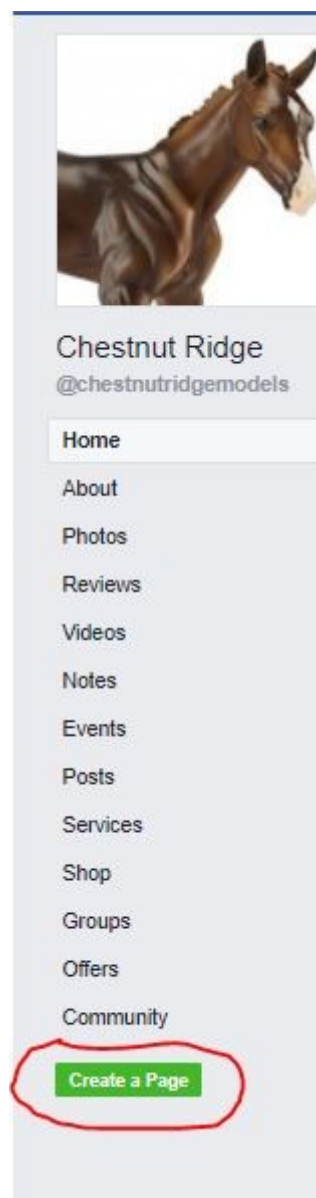
For the model horse enthusiast setting up a page may be suitable for your custom or tack making studio, your model horse stud or your event or show. For this tutorial we've included some screenshots showing how we created the Facebook page for Recycled Lives 2018.

Step 1

The first thing you need to do is start the process of setting up your own page. On most Facebook pages you will find a green button that says 'Create a Page' underneath the page information. Visit any random Facebook Page and click on this button.

Step 2

Now choose the type of page you want to set up. If you are setting up a custom studio you may want to choose local business or place, if you are setting up one for your live show you may want to choose cause or community, just like we have done here.



To create a page visit an existing page and click the green 'Create a Page' button

Click on the box for the option you want to choose it.

Step 3

You now need to give your page a name. Make sure your name is short and catchy and sums up your brand. Recycled Live Shows is the perfect name for our page.

Once you have entered your name (check for spelling mistakes) click 'Get Started'.

Step 4

Facebook will now take you through adding a profile picture and a cover photo. The profile picture is the small square image that is to the left of a page, the cover photo is the one that goes across the top.

Either use an existing image or create a graphic with your logo on for the page.

Click 'Upload Profile Picture'.

Step 5

Select the image you want to use and then click 'Open'. Remember the image is square so think about how your image is going to look as a profile picture.

Step 6

Now do the same for the cover photo.

Click 'Upload a Cover Photo' and choose your image. Remember cover photos are long and short so choose something suitable.

Step 7

Your page is now created. The first thing we will need to do is adjust our cover photo so it looks good. Hover your mouse over the cover photo and click 'Change Cover'.

Step 8

From the drop down menu select 'reposition'

Step 9

Drag your cover photo up and down until you get the look you want. Once you are happy with it click 'save'.

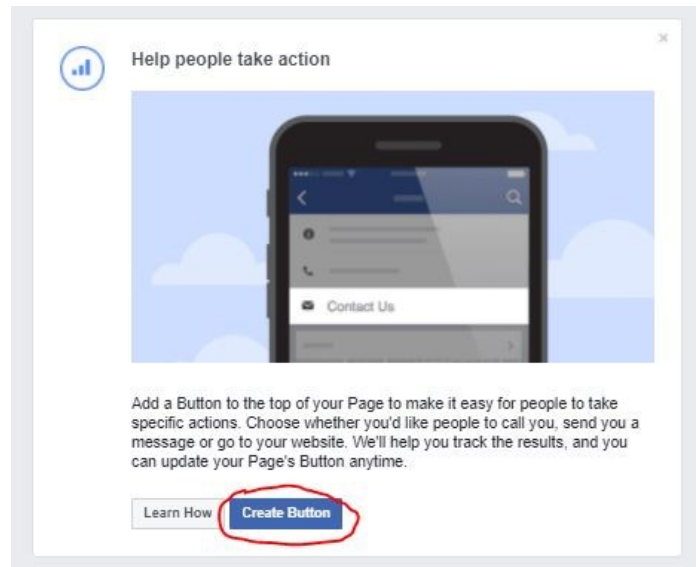
Step 10

You'll now notice that Facebook will be offering some tips on things you need to do to your page. We are going to use these to go through the next two important steps.

First of all click on 'Create a Username for your Page'. You'll find this under the green 'Welcome to your new page' banner.

Step 11

Enter your username. It should be something that suits your shows and makes sense. Also check that it reads how you want



Follow through Facebook's tutorials and tips to help you get the most out of your page

it to, when you group words together they can occasionally form new words!

Then click 'Create Username'.

Step 12

To work through the rest of the page tips click on 'See All Page Tip's just below where you just clicked on create a username.

Step 13

We are now going to create a call to action button. This is basically a button that people can click on to view your website or buy your products.

Click on 'Create Button'.

Step 14

Enter a link to your website and then click 'Add Button'.

Step 15

We are now going to edit the About section of our page to give our readers some basic information about us. Click on 'About' down the left hand side of the page.

Step 16

Now click on 'Tell People About Your Business' on the right under 'Our Story'. This is a new feature that Facebook has that works as an about section and lets people know all about your business/event.

Step 17



Recycled Live 2018

RECYCLED LIVE SHOWS - THURSDAY 28 DECEMBER 2017

Recycled Lives are a fun series of model horse live shows run in [Leeknorr, Oxfordshire](#).

This year we are holding three shows:

Recycled Lives I - March 3rd 2018

Recycled Lives II - June 16th 2018

Recycled Lives III - October 20th 2018

Each show has the same six sections: Original Finish, Custom Finish, [CTF](#), Artist Resin, Performance/Fun & Other Animal

But each show will focus on a different area of the world, with specialist classes for that area. Show 1 is for North & South America, Show 2 is for the Rest of the World (inc. Europe) and Show 3 is for the UK & Ireland.


These shows are all about recycling and reusing. That means all the rosettes, certificates and prizes have been recycled from our previous shows! There is also a low entry fee.

UPDATE: ALL SHOWS NOW SOLD OUT!!!

Remember all the information you put on your page is public

Create Page username

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

 **Recycled Live Shows**
@recycledliveshows

Username 17 / 50

@recycledliveshows ✓

Need help? Get tips on Choosing a username.

Cancel **Create Username**

A custom username is really important as it helps people find your page and makes it easy to share and link to others

On the window that pops up click 'Drag or Click to Add a Photo' to add a photo to your story.

Just as before select your photo and click 'open'. Just like a cover photo this photo will be long and short.

Step 18

Now click where it says 'Title' to add the title to your story. We've just gone for 'Recycled Lives 2018' - but you could go for 'Our Story' or 'About Us' or something similar.

Then click on 'Write something...' to enter your story.

Step 19

Remember everything you write will be publicly available so think carefully about what you want to put. Make sure to give your viewers all the information they need whilst also adding a personal touch.

When you are done click 'Publish' to



Once you are done you can make your first post!

make it publicly available.

Step 20

There are lots of other things you can play around with but now the basic information is done I think it is time to do your first status update!

Click on 'Write something...' at the top of the main page.

Step 21

Create a welcome post welcoming people to your new Facebook page. You may want to include a link to your website or an invitation to share the page with their friends.

We've included a link to the Recycled Lives Facebook group.

Your new page is now complete! Go through all the different buttons and options to add content to the page and amend settings. Make sure you've included some form of website link/basic contact information so people can contact you!

A fun next step would be to create some albums relevant to your page. If you are running a stud you could create albums for all the horses you have standing. Make sure everything is neat and organised so people can view it easily.

If you enjoyed creating a page using this tutorial send it to us and we'll share it on the Chestnut Ridge page.

Understanding Social Media Marketing

There's more to advertising online than just a Facebook page and some photos - social media marketing is an art form we all have to learn

THE phrase nothing in life is free has never been more apt than when it comes to social media marketing. What was once a small part of a company's marketing strategy is now big business and a huge source of expenditure for most companies.

Advertising any business or service online is almost 100% essential nowadays, but it can come with its drawbacks and it isn't for everyone. What is even more crucial to remember is that it is most definitely not free or easy. Many of us may remember a time when creating a Facebook page or group was a great free way to advertise our business but those days are long gone. Sponsored posts and complex algorithms can be a marketer's nightmare.

A quick Google and you will find thousands of articles explaining to you how to create effective posts, how to generate income online, how to ensure you get those all important likes. But there really is no one size fits all policy and what works for one company won't work for all. The key to understanding social media marketing is to first understand how it works.

There are several different platforms we refer to when we talk about social media marketing but probably the three most important currently are Facebook, Twitter and Instagram. Each one is different and each one will need to be approached in a different way, but they all have one thing in common. They all use algorithms to decide what users do or don't see. The key to understanding how to effectively market on these platforms is to understand how these work.

All work by attempting to ensure that users only see



things they are actually interested in. They also all work to try and generate advertising revenue by encouraging you to create sponsored posts - this is where you pay for your post to be seen (think of it like an advert in a magazine, except it is on someone's Facebook timeline instead). To decide whether that user is interested in seeing that post they look at what the user has previously clicked on. The more you click on or react to posts from a Facebook page, for example, the more you will see posts from that page. Equally, the more people who have reacted or clicked on that post the more people it will reach.

So the first important thing you need to remember is that generating interest online is circular. The more people react to your posts the more people will see your posts and the more people will react to your posts. That means you need to create posts that generate engagement right from the off and then keep that up. The more people engage with you the more people will see what you post.

In order to help you do this we've taken a look at the three main platforms to give you some ideas about what you should be posting on each one. Creating posts that are effective and engaging is the first real step in creating an effective marketing strategy.

Facebook

When we talk about social media strategy and Facebook we are talking predominantly about Facebook pages. The first thing you need to make sure you do is ensure your Facebook page is up to date and reflects your brand. What is your profile picture? What is your cover photo? Is there a call to action button and updated information? What photos do you have on there? How often are you posting?

Facebook posts need to be predominantly visual. They also need to encourage engagement and discussion. The best way to get people to actually respond to your posts is to invite a response. Ask them a question, "What did you get for Christmas?" is a simple question but great at engaging people, make it relevant to your brand though not just generic. If you are selling model horse customs ask "Did anyone get any beautiful customs for Christmas?". You can also make them personal by including images of items you might have received.

But remember. This is a public profile and the face of your brand. Think very carefully about how you want your brand to appear online, every single post needs to reflect this. Never post anything personal and never appear negative (unless that is the look you are going for). Negative posts may get you a few reactions but do they really create the appearance of a professional business?

Instagram

Instagram is all about images and hashtags. But don't overdo the latter. Think about how your Instagram profile looks just as with your Facebook one, create a profile picture that reflects your



Look at the picture on page 28 and this one. Which one would grab your eye more online? Which one looks more professional? Which one would you be more likely to click 'like' on?

brand and make your bio short and sweet.

Creating effective Instagram posts is all about the look. Make sure they are clean and effective and are selling a lifestyle as well as just a product. You can also make them a little bit fun. Model horse collectors on Instagram really respond to pretty models, so the more pretty models you post the better!

When using hashtags and emojis on Instagram make sure you understand what they mean and use them effectively and consistently. A supermarket may naively use an aubergine emoji without really realising what they are doing, or maybe they do and it's deliberate?

Twitter

Twitter is all about being short and sweet. It is a great place to respond to current affairs and update your followers on a regular basis. However, there isn't a massive model horse following so if you are running a specific model horse business this may not be the best place to release news about your brand.

The key with all these platforms is consistency. Make sure your branding is consistent across all three platforms and

create a professional finish. Remember, these aren't your personal accounts and everything you post is public. So make sure it all reflects well on you!

All three platforms are also very reactive. Ever heard of a Twitter storm? Or seen someone's bad business decision go viral? Well there isn't much coming back from that so you need to be careful. That innocent tweet could affect you for the rest of your life! But it can also be a positive. A slightly sassy response to an online troll through your business Twitter account could be retweeted thousands of times if you get it right. At the end of the day it is all about balance.

The final thing you need to think about is when you are posting. Use scheduling to create posts at times when they are more likely to be seen. Especially if you can't be online all day everyday (which nobody can). If you set aside a few hours each week to set up all your posts you can sit back and relax for the rest of the week! Also think about your audience, if you have a very international audience you may want to put posts up at weird times like 2am because they will be seen by people in other time zones.

Finally the best advice that can be given is be unique to you. Your brand and your personality needs to shine through in everything you do online and be consistent across all platforms.



UK Model Horse Sales is a great place to sell your unwanted models

The Best Facebook Groups

FACEBOOK is an amazing place for the model horse community and nothing is better than a good Facebook group. In this article we look at the our Top 10 model horse Facebook groups.

From selling to customising, from eye candy to pedigrees, we look at the Top 10 best model horse Facebook groups

British Model Horse Collectors

Type: **General discussion, some sales**

Location: **UK**

Link: www.facebook.com/groups/120976664613170

BMHC is the main group for the UK hobby. If you want to attend any UK live show or event you need to be in this group. It is also brilliant for eye candy and chatting to other hobbyists. There is a limited sales area as well.

UK Model Horse Sales

Type: **Sales**

Location: **UK**

Link: www.facebook.com/groups/181431611922291

UK Model Horse Sales is a group for buying and selling model horses in the

UK. No other posts are allowed which means it is perfect if you want to find something to buy! Loads of members from around the world so a great captive market.

NaMoPaiMo

Type: **Customising**

Location: **International**

Link: www.facebook.com/groups/234123470349077/

If you didn't take part in the National Model Painting Month last year then you really must do this in 2018! This group is full of gorgeous eye candy as well as help from model horse hobbyists all over the world. Perfect for all abilities of customisers.

The Good The Bad and the Downright

Scammers

Type: **Feedback**

Location: **UK & International**

Link: *By invitation only group - ask online for an invitation to join*

This group is great for model horse feedback. You can look up the names of people you are dealing with to see if they have red, amber or green lights.

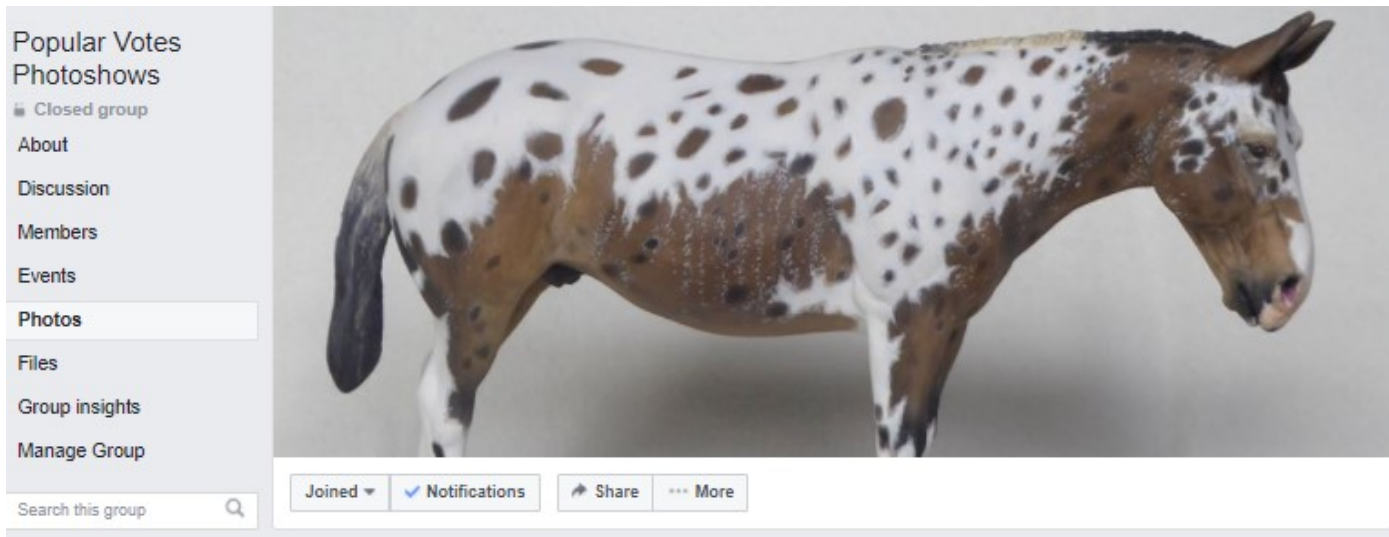
Popular Votes Photoshows

Type: **Showing**

Location: **UK**

Link: www.facebook.com/groups/1493893527541574/

A popular and fun model horse showing group on Facebook. It's completely free



There are loads of Facebook photoshow groups - do a quick search to find others you may be interested in joining

to enter and open to all. It does operate under UK showing rules though so international members might want to review these first.

Modelholics Anonymous

Type: **General discussion**

Location: **USA**

Link: www.facebook.com/groups/250336491718721/

This group has grown in popularity and has a huge international membership. Look here for images of new releases and plenty of eye candy. Great for seeing what the BreyerFest surprise model is each year or seeing what new models look like in the flesh.

National Model Tack Month

Type: **Tack making**

Location: **International**

Link: www.facebook.com/groups/1864585590421445

This group is perfect for tack makers. If you want to take part in the month you definitely need to be in it! It is also great for hints and tips from other tack makers.

Road to BreyerFest

Type: **General discussion**

Location: **USA**

Link: www.facebook.com/groups/1428344554103126

This group was set up to give loads of information about BreyerFest each year but has grown into a brilliant general discussion group. If you are attending BreyerFest then this is definitely a group you want to be in. There are also loads of hints and tips for BreyerFest first timers.

2017 Secret Santa

Type: **Secret Santa**

Location: **UK**

Link: www.facebook.com/groups/1078438208866989

If you want to take part in a Secret Santa each year then this is the group you want to join. The group changes each year with a new one being created but information is usually posted in the old one so you can join the new one! Very well run Secret Santa with some brilliant members and gifts.

Vintage Model-Horse-Custs

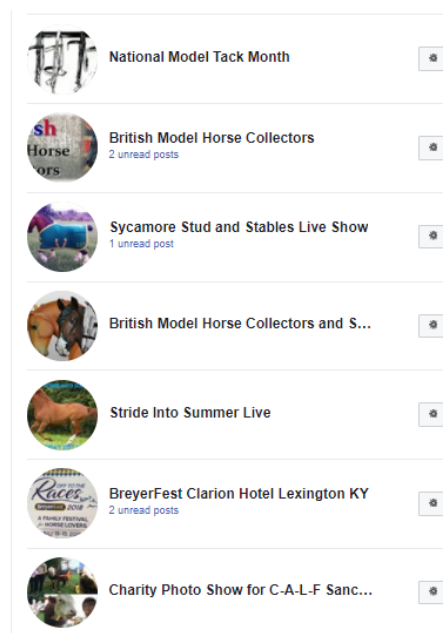
Type: **Customs**

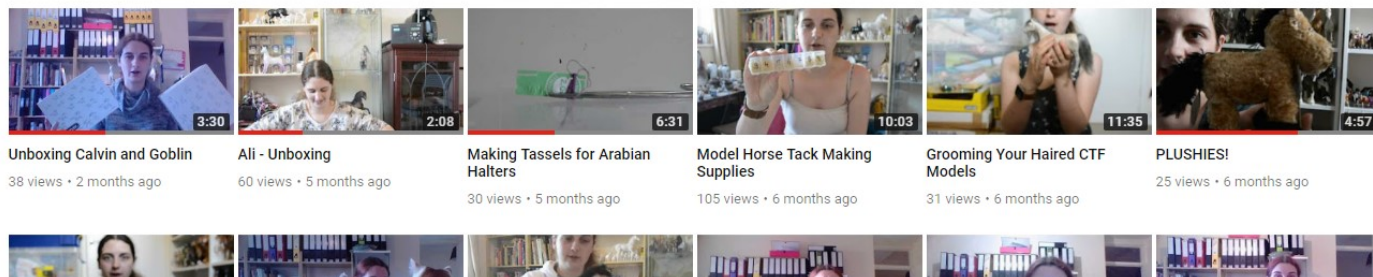
Location: **International**

Link: www.facebook.com/groups/155663387953921/

If you love vintage customs then you need to be in this group. As well as never ending eye candy the members of this group are also great at identifying artists, perfect if you have unidentified old horses in your collection. You never know, you may even see some models you recognise!

We hope you enjoyed this look at some of our (and your) favourite model horse groups. If you are a member of a Facebook group that you think more hobbyists should join then drop the Chestnut Ridge team a message and we will give your group a share (where appropriate).





HERE is our list of the Top 10 best model horse YouTube Channels (in no particular order).

The Top 10 Model Horse YouTube Channels

(1) StormyStrikesChannel

One of the most popular model horse YouTube channels around. Nearly 10,000 subscribers can't be wrong!

Link: www.youtube.com/user/StormyStrikesChannel

What could be better than sitting back and watching someone unbox some pretty Breyer models? Well maybe unboxing them yourself I suppose...

(2) FoxyGlory123

A brilliant channel with so much eye candy. Over 15,000 subscribers and regular new videos.

Link: www.youtube.com/user/foxyglory123

A toy based channel that has loads of reviews, out of box videos and sneak peaks of different ranges include Schleich and Breyer. Over 500,000 subscribers.

Link: www.youtube.com/user/honeyhearts27

(8) DB Productionz

Some brilliant stories using model horses. Really creative plot lines and well made, you will be hooked! Over 14,000 subscribers.

Link: www.youtube.com/channel/UCrWJQ4lFyaPYnrfMLLW5Dg

(3) RedstoneManor

This channel is so much fun and so creative. I could get lost in these videos. Over 4,000 subscribers.

Link: www.youtube.com/user/RedstoneManor

(6) Aidan's Toy Trove

Not the most popular of channels this channel makes the list through sheer volume of model horse content. Perfect for those out of the box images. Over 500 subscribers.

Link: www.youtube.com/channel/UCze6Uttl26mzhjxgfa9rAAg

(9) HorseLover 16

Another smaller channel that is quite enjoyable. As well as the usual collection tours and similar this channel follows the adventures of Avion. Over 600 subscribers.

Link: www.youtube.com/channel/UCYXtoJdqYHM2eS5oqjenx1g

(4) BreyerModelHorsesOfficial

Official brand YouTube's are always fun but Breyer have some of the most creative videos around. Over 12,000 subscribers.

Link: www.youtube.com/user/breyermodelhorses

(7) BreyerTrot

A really funny channel with lots of amusing videos. Great if you want to hear rants or see a more comedic side of the hobby. Over 2,000 subscribers.

Link: www.youtube.com/channel/UCqgENCExZBWZFq_KJuU5HkQ

(10) da Vinci Creations

Look a man! Tutorials are really good and a great channel if you are looking for some behind the scenes footage as well as general unboxing and collection tour videos. Over 2,000 subscribers.

Link: www.youtube.com/user/vinnimann97

(5) HoneyHeartsC

Donkeys

Learn more about
these adorable equines





© Carole Ingram

WHO doesn't love cute pictures of donkeys? These cousins of the horse are a popular equine amongst collectors and real horse enthusiasts alike. But they aren't all the same, in this article we explore the different types of donkeys and learn more about these extraordinary creatures.

The donkey species originated as two very distinct strains of wild ass, the Asiatic Wild Ass and the African Ass. The Asiatic wild ass had to adapt to a variety of different climates and terrains leading to numerous different strains. Modern domesticated donkeys however all originated from the African Ass. There are two separated species of this ass, the Nubian Wild Ass and the Somali Wild Ass.

The diversity in donkey breeding originates from their use as pack animals. Donkeys would be used to travel very long distances and as a result a single animal would not be able to complete the whole journey. This led to cross breeding and trading throughout the trip and led to huge diversity in the types of donkeys.

It is generally believed that there are now 185 different breeds of donkey around the world with the majority of donkeys being cross or mix bred. The result of a large amount of inter-breeding is that purebred animals may be hard to find and this has led to the decline of many of the pure breeds. Research into the genetics of donkeys has allowed researchers to dramatically increase the number of donkey breeds we



long shaggy coat. Miniature donkeys are characterised by their size, they are definitely small and cute!

Donkey colour is not as well understood as horse colour but to some extent is very similar. Just as with horses there are a selection of base colours that can be modified by other genes. Here are some of the common donkey colours:

Black - body is black all over

Sorrel/Chestnut/Red - The body is a reddish colour

Ivory - A dilution that causes the body to become near white or cream with pink skin and blue eyes. There will be mottled skin around the eyes, nose and genitals.

Dun - Causes the base coat to be faded in colour, primitive markings will be shown.

Pangare - This lightens the points of the donkey and creates the effect of white legs and a white belly.

Agouti/Bay - Lightens the main body colour to reddish brown.

Roan - Creates a mixture of white hairs throughout the coloured hairs of the body

Spotting - Creates large patches of colour and patches of white

Star - Create a white star on the head of the donkey

The most common donkey colour is grey (this is grey dun) followed by brown/bay and then black. The rarest colour is an ivory or pure white donkey. Gray dun is dominant, so it is easy to see why it has become the most dominant colour. Spotting in donkeys follows a characteristic pattern with colour sticking to the donkey's topline. It is also incredibly common for donkeys to carry pangare with nearly all donkeys exhibiting this colour (both donkeys featured in this article are showing pangare markings).

So if you want to live show your model donkey what sort of breed should you go for? Or should you go for one at all? Well the vast majority of donkeys are mix breeds, so a generic 'donkey' is good enough to tell the judge that your model is simply a mix breed donkey. However, many specific breeds have very distinctive characteristics. If you are showing a model of a Poitou for example you should really accurately describe it as such. If you are showing a very rare breed of donkey then make sure to include reference for the judge just as you would for a horse.

If you want to learn more about donkeys or go and see some of these adorable creatures then why not take a trip to the Donkey Sanctuary? They even have some examples of some rare breeds of donkey as well as lots of information about Europe's donkey breeds. Great for a taking lots of reference pictures and seeing different types of donkey.

know today. A keen example of this can be found in France where in the 1980s just one breed of donkey was recognised, the Poitou. By 2005 a further six breeds had received official recognition.

The breeds of donkeys vary but some are distinctive and are worth a mention. The American Mammoth Jack is distinctive because it is very large. It was developed through a combination of breeds to create a distinctive mammoth donkey. The Andalusian donkey is a large beautiful donkey originating from Spain. Used to help develop the Mammoth donkey it is now critically endangered. The Poitou donkey is probably one of the most well known. It is characterised by it's



Chestnut Ridge

Pre-order the Breyer 2018 range now at Chestnut Ridge
Amazing selection of new horses including Mason the 2018
Horse of the Year - brand new Classics scale sculpture

- ✓ Free delivery on orders over £20.00
- ✓ Spend over £50.00 on pre-orders before January 1st and get a free Mystery Surprise Stablemate bag
- ✓ A seller you can trust
- ✓ Item shipped the same or next day from when it arrives with us

Chestnut Ridge