

# Get Online and Connected!

## Latest Enhancements to TOC Website Include Videos and Social Networking.

By Alison LaDuke

As part of an on-going search for new means to reach members, TOC recently made some additions to its internet arsenal of information. If you're not already familiar with [www.toconline.com](http://www.toconline.com) now is the time to visit and get familiar... there's something for everyone!

Coming soon to [toconline.com](http://toconline.com)'s Education tab, will be a link to videos of TOC seminar segments, interviews, and other events you may have missed. The videos will provide an excellent source of information with which an owner can expand one's knowledge base and experience. Videos will be tagged, as well, so if you're looking for an answer to a specific question, make sure to search the video archives. It's like having industry professionals sitting right in your living room.

TOC will also be offering more videos that answer some of the common – and uncommon – questions about Thoroughbred ownership, and the industry in general. We'll offer interviews with racetrack management, officials, trainers, jockeys, and other owners. Keep checking back as TOC will continually update these videos.

Another exciting addition is the roster of new Social Networks we've created. Now owners can use their Facebook, MySpace, or Twitter accounts to follow TOC on projects, upcoming events, and even Staff and Board activities. TOC is hopeful that these networks will prove key in keeping members up to date on important information.

Yet another feature of these social networks is the instant interaction among members they allow. Members can use these sites to get valuable answers straight from other owners, making them an invaluable tool for rookies and long-time owners alike!

You may be surprised to realize just how much your fellow owners know about this great game.

Use our Facebook Fan Page to post pictures of your winning horses, or videos of winning races. You can also use it to get information on all upcoming TOC events, news from the



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Board, and/or to have your questions answered by TOC, other owners, and fans.

Another exciting feature will be the new TOC Blog. TOC Directors will be updating owners directly via the blog, with monthly reports on Committee happenings and other important Board information.

Not confident that you're internet savvy? Here's a rundown:

For Facebook, sign up at [www.facebook.com](http://www.facebook.com); it's easy and right on their front page. Once you're a member, go to your Home page and Search: Thoroughbred Owners of California. Select the group that shows our TOC Logo, and you're in! Now all you have to do is "become a fan of TOC," and you'll be notified on your Facebook Homepage of any updates to the TOC page. Don't forget that while you're here, you can find other owners, links to

pictures and videos, and ask questions.

For MySpace, sign up by going to [www.myspace.com](http://www.myspace.com) and clicking the Sign Up tab on the right side of the page. Then go to [www.myspace.com/thoroughbredownersofca](http://www.myspace.com/thoroughbredownersofca). Just below the photo of the TOC Logo, click the link that says "Add to Friends." Once you're added as a friend, you will receive all bulletins and updates we post, see pictures and videos we've posted, as well as be able to ask questions on the "wall."

For Twitter, sign up by going to [www.twitter.com](http://www.twitter.com) and clicking "Get Started-Join!" Once you've created your account, go to <http://twitter.com/TbredOwnersofCA> and click "Follow" just below our Profile photo of the Santa Anita mountains. Once you've done that, you'll start to receive "tweets" every time we update our status.

As always, TOC appreciates your input as we continue to upgrade and enhance the TOC website. Send your comments and suggestions to: [TOC@toconline.com](mailto:TOC@toconline.com).