

# SHARPENING YOUR SOCIAL MEDIA & GRAPHICS

TO PROMOTE YOUR  
SQUARE DANCE CLUB

LAUREN NORFORD, EDSARDA, 7/24/22



**“We don’t have a choice on  
whether we **DO** social media,  
the question is  
how well we **DO** it.”**

– Erik Qualman

## WHAT WE WILL COVER

- Most square dance promoters are comfortable with having a Facebook page, or perhaps running a club page. This presentation will talk about ways to **enhance your presence** to promote your club, using tools, strategies, and enhanced graphics. We will also cover Instagram and YouTube and ways you can leverage your presence on these to showcase your club. In addition a few words on our use of words and images to promote a progressive and optimistic view of our activity.



# SOCIAL MEDIA SKILLS



- **Creating a Facebook page.**
  - Adding creative content, generating a “Feed”, Liking other pages as your page, connecting with business and other nonprofits
- “Going live” on Facebook
- Using hashtags
- Use of the Meta Suite

## Instagram

- Starting Instagram page
- Integrating content with your Facebook page
- Use of hashtags and content



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## YOUTUBE

- Creating YouTube channel
- Adding content
- Linking to your website or Facebook page.





## WHAT YOU CAN DO ON FACEBOOK

- Post your flyers
- "Group" vs "Page"
- Share content from other clubs and regional, national events
- "Like" and "Follow" other clubs and organizations/businesses to help promote your club (ex. NESARDA, EDSARDA, fellow clubs, but also Chamber of Commerce, businesses).
- Post EVENTS, and ask folks to indicate "interested, going"
- Post content 'about' square dancing, memes, photos, videos
- Link to ANYTHING—your own club videos on YouTube, other content



## WHAT YOU CAN DO ON FACEBOOK 2

- Post to both Facebook and Instagram at the same time, using Meta Suite (Meta is the new name for Facebook Corp which owns Instagram)
- Run paid promotions with your posts/ads—you set the parameters for who to reach. Ex. Empty Nesters, people between 18-75, engineers, parents, people who like boats) Inexpensive (\$10-20)
- “Go Live” from your event or dance—subscribers to your page are notified you are live and can watch and comment (like a live video to your community)
- You can toggle between your own ‘identity’ and your ‘club identity’
- You will get notifications as people interact with your page
- You can get detailed info when you run ads

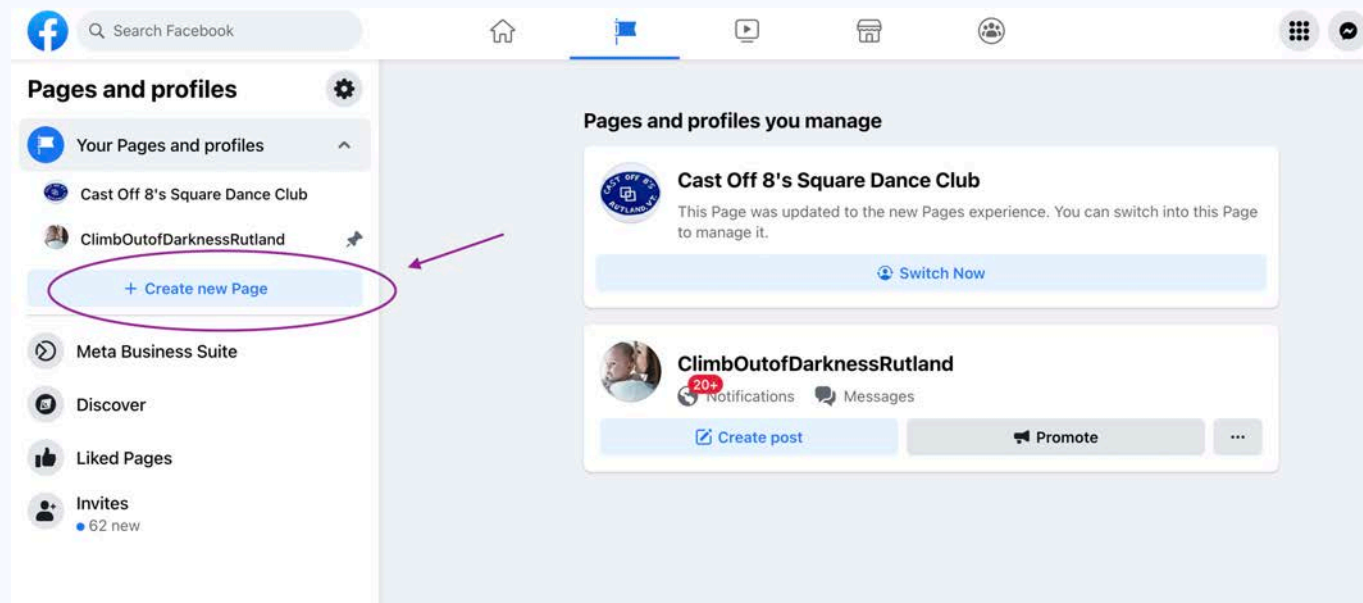
# A WORD ABOUT FACEBOOK

- Facebook is a different experience depending on whether you are using a phone or a computer/laptop
- Most find it easier when starting to use computer/laptop
- Can be helpful to get used to Facebook before adding Instagram, but they are same company and the interface is made easy for you once you have both for your club.
- Instagram reaches a younger and more diverse audience!
- Facebook often changes things and moves things and this can be very annoying. You can almost always find a tutorial or help if you Google the problem (ex: where did FB move the “Create Post” button)





# CREATING A FACEBOOK PAGE



# CREATING A FACEBOOK PAGE

Pages > Create a Page

## Create a Page

**Page information**

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)


Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.


Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview




 **Page name**  
Category




Home About Photos Videos More ▾

Message 🔍 ⋮

**About**

1 Description

 **Create post**

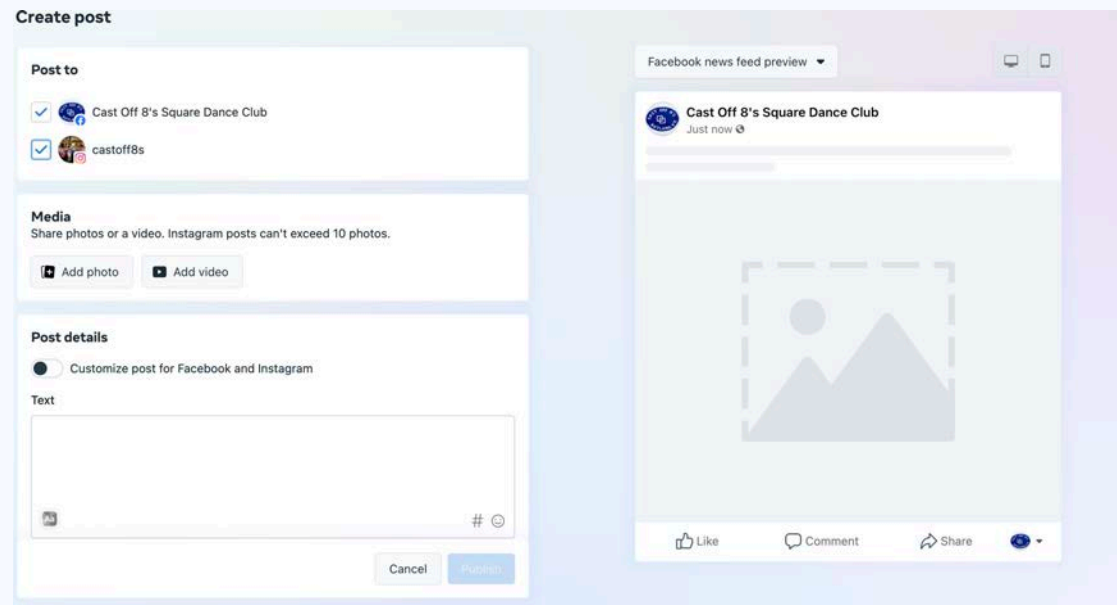
 Photo/video  Tag people  Check in



## INSTAGRAM (OWNED BY FACEBOOK)

- Photo based with words beneath—must always start with a photo or image so have one ready. Younger, diverse audience
- Not a place for ‘discussion’ or many comments like FB
- People “follow” you as a club (not ‘friends’)
- You want to Follow lots of others, particularly other clubs and local businesses, resources, centers (Chamber of Commerce, golf clubs, Recreation Centers, etc)
- You’ll get suggestions to follow others and they will get suggestions to FOLLOW YOU

# ONCE YOU HAVE FACEBOOK, INSTAGRAM IS EASY TO ADD (OWNED BY SAME COMPANY, CAN POST AT SAME TIME)



# ~~HASHTAGS~~

CREATE MARKERS THAT LEAD PEOPLE  
TO YOUR CONTENT OR OVERALL  
CONTENT FOR YOUR SUBJECT

YOU CAN EVEN MAKE UP A NEW HASHTAG  
AND GET OTHERS TO USE IT!



# HASHTAG CONCEPT

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- Hashtags about your specific club
  - #castoff8s
  - #rutlandsquaredanceclub
  - #vermontsquaredanceisalive

TRY IT if you have your  
PHONE

- Hashtags that connect with the larger movement
  - #squaredancerocks
  - #livelivelysquaredance
  - #squaredancelessons
  - #hiptobesquare
  - #modernsquaredance

THE MORE PEOPLE USE HASHTAGS THE MORE




## CREATING A YOUTUBE









- YouTube is built into Google and most of us have a default YouTube Account.
- You can easily create a You Tube Channel by creating a new “Channel”
- Go to Your Account , Select Your Channel List, “Create a Channel” and follow instructions.
- <https://support.google.com/youtube/answer/1646861?hl=en>
- You can store your uploaded square dance videos
- You can “Go Live” from You Tube (phone)




# CAST OFF 8'S YOU TUBE VIDEO LIBRARY



Search







**Cast Off 8's Square Dance Club**  
9 subscribers

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**Square Dance Workshop**  
Chittenden Firehouse, 6-29-...  
32 views • 2 weeks ago




**Graduation Dance 2022;**  
Steve Park  
32 views • 2 months ago




**Rita Wood reflecting on her**  
Yankee Clipper Award  
10 views • 2 months ago




**Anniversary Tribute Butch**  
and Linda Atwood 2019  
4 views • 3 months ago




**April Showers Dance April 3,**  
2022 Cast Off 8's  
19 views • 3 months ago




**Bob Butler Singing Call, St.**  
Patty's Day Dance 2022...




**Bob Butler Patter Popcorn**  
Song , St. Patty's Day Dance...



**Sweetheart Dance with Ken**  
Ritucci Feb 13, 2022



**Sweetheart Dance Feb. 13,**  
2022/ Ken Ritucci



**Release from lockdown**  
dancing

# USES OF YOU TUBE



- Link videos to your Facebook or Instagram page
- Store videos you like from other clubs or callers
- Go Live on You Tube (I have not dabbled in this)
- It will review content for Copyright issues and note them. Callers license covers
- There are ways to monetize your content, but this is unlikely at this stage with square dancing

## YOUR FLYERS AND EVENTS

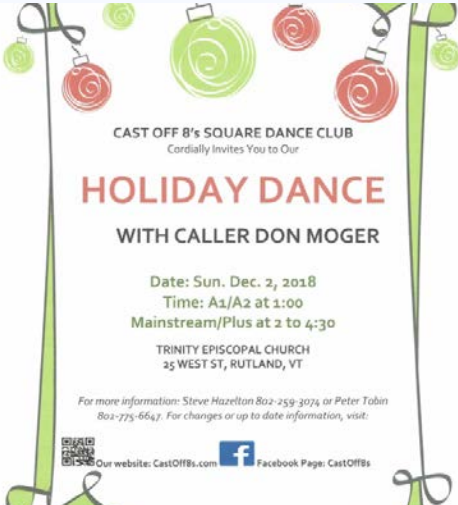
- CANVA is a graphic arts website that helps you to create interesting and dynamic, modern flyers. It is easy to use, and you can request a Premium account for free if you are registered as a Non Profit. Free accounts can also do plenty




# FINE TO USE, BUT LACKS EYE CATCHING OR PIZZAZZ



Cast Off 8's  
**TURKEY TROT DANCE**  
Sunday, Nov. 3, 2019  
**BILL MAGER** calling  
1:00 - 2:00 A1/A2 (\$2 per person)  
2:00 - 4:30 Mainstream & Plus (\$8 pp)  
TRINITY EPISCOPAL CHURCH  
85 WEST ST, RUTLAND  
For more information: Steve Hazelton (802-259-3072); Peter Tobin (802-558-6408)



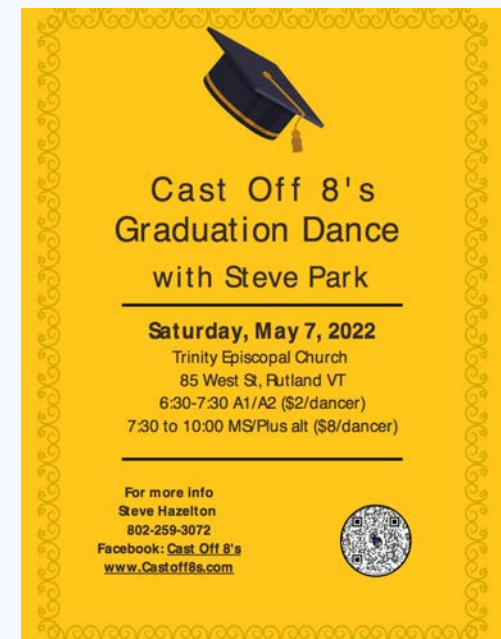
CAST OFF 8's SQUARE DANCE CLUB  
Cordially Invites You to Our  
**HOLIDAY DANCE**  
WITH CALLER DON MOGER  
Date: Sun. Dec. 2, 2018  
Time: A1/A2 at 1:00  
Mainstream/Plus at 2 to 4:30  
TRINITY EPISCOPAL CHURCH  
85 WEST ST, RUTLAND, VT  
For more information: Steve Hazelton 802-259-3072 or Peter Tobin 802-775-6647. For changes or up to date information, visit:  
Our website: [CastOff8s.com](http://CastOff8s.com) Facebook Page: [CastOff8s](https://www.facebook.com/CastOff8s)



***This Fall Try Something New***  
**Learn to Square Dance**  
No Experience Required - Easy to Learn  
Our Caller will have you dancing right in one night  
**OPEN TO ALL!!**  
**WEDNESDAYS 7:00 TO 8:30 PM**  
FREE INTRODUCTORY LESSONS  
SEPTEMBER 13<sup>th</sup> and 20<sup>th</sup>, 2017  
LOTHROP SCHOOL  
Pittsford, VT 05763  
FOR MORE INFORMATION  
CALL: Amy at 802-989-1866  
Don at 802-288-6216  
Peter at 802-775-6647  
Visit: [www.castoff8s.com](http://www.castoff8s.com)  
or find us on Facebook



# SAMPLE FLYERS IN CANVA.COM



## A WORD ON LANGUAGE AND



- You are invited to try something new. You overhear two people talking about their fears that their activity will die out if they can't recruit new people. They pressure you to keep returning. You feel like you are joining a lost cause and you stop attending.

## **LANGUAGE MATTERS**

- You are invited to try something new. You overhear two people talking about how much they love it, how invigorating it is, how it helps them get into the 'flow' or the zone, manage stress, and how it keeps evolving to accommodate new people. You are intrigued and keep attending!

## IMAGES MATTER: WHAT IS MORE APPEALING TO YOUNGER DANCERS?



THIS?



THIS?



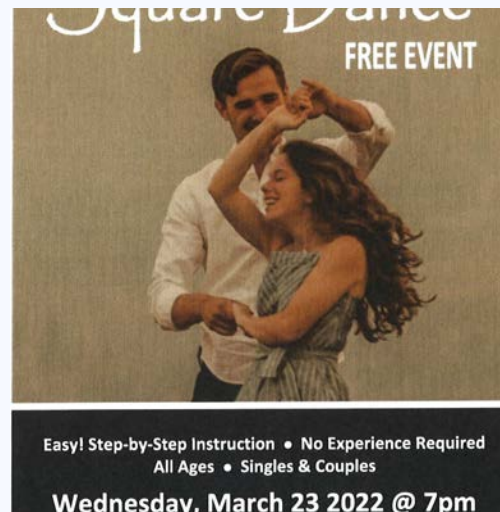
THIS?



## NEWER IMAGING SHOWING LIVELINESS & SPONTANEITY



OR THIS?



THIS!



THIS!



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## WRAP UP

My opinion: we can't keep doing the same things and expect different results. Marketing to younger and more diverse dancers requires a shift in process, images, and in some cases, attitude.

Learning new skills in social media takes a little time but is worth it.



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There is a tutorial for everything  
—step by step or visual  
YouTube video “HOW TO”

Sharing ideas, content and  
strategies with each other is  
essential. (Private Facebook  
group to share ideas anyone?)

Next year: TikTok? 🤖



SIDE NOTE (TANGENT) ON  
OTHER POPULAR DANCE  
FORMS VS SQUARE DANCE

## CONTRA DANCING IN THE 1980'S





## CONTRA DANCING 2010 TO 2020



# HOW DID THIS HAPPEN?

- Inclusivity—all gender expressions, relaxation of 'female' and 'male' roles and positions
- Relaxation of standards around dress and who wears what
- Exciting and usually live music featuring innovative arrangements and youthful band members pushing the boundaries of traditional music (drums, didgeridoo, saxophones)
- Word of mouth
- Return to some formalizing of 'culture of consent' when things got a little wild
- Constant recruitment of new beginners
- Emphasis on rhythm and flow, along with expansive flourishes among the experienced
- Intersected with and cross-promoted other rising/emerging dance forms: Blues, Fusion, Lindy, Swing, Balboa, Balfolk, English Country dance