

A FEW HELPFUL TIPS & IDEAS

Source: EDSARDA Square Dance Promoters FaceBook Page

Editor's Note: This is a private Facebook group for Eastern District Square & Round Dance Association, U.S., formed to exchange practical tips and ideas on promoting and advertising our activity. Some of these ideas are featured here.

LINKING INSTAGRAM TO YOUR CLUB'S FACEBOOK PAGE

(Lauren Cull Norford) For clubs that wish to dip their toes in Instagram, here is a pretty simple walk through. Why do you want to do this? Because most young people have left Facebook. You won't recruit people under 40 on Facebook. They are all on Instagram. You can share the same content you are putting on your club Facebook page on your club Instagram account; in fact you can do it at the same time. More on that later. Facebook owns Instagram, so you will see how these easily weave together.



First, download the Instagram app onto your phone and create an Instagram account in your own name if you don't have one.

If you already have a personal Instagram account, or once you do, you'll need to create a second 'page' for your square dance club. You will do that in your Account settings ('add a professional account'). You will then use the exact same name your club uses on your Facebook account. It will ask you some questions on the way and you'll be able to link it to the FB page you already have. [https://blog.hootsuite.com/link-instagram-to-facebook.../...](https://blog.hootsuite.com/link-instagram-to-facebook.../)

POSTERS MADE EASY

(Monica Rollett) Just wanted to share that **Canva** is a free tool that I use to make fliers and social media posts at work. It's an app and a website that has borders, shapes, and fonts all in one place. The premium version is also free to nonprofits. Canva website: <https://www.canva.com/>

THEME DANCE IDEAS

Through the Decades: (Deb Sweeney) We have been having success keeping students, club members and area clubs interested in attending our dances with themes, food and decor at each dance. Our upcoming dance is "through the decades". We are encouraging people dress in outfits from any decade and plan to decorate with items from our past (lava lamps, disco balls etc)

Tailgate Party: (Tranixa Lyndaker Rosen) We will encourage our members to bring tailgate party food (wings, finger foods, etc) and everyone can dress to support their favorite team(s). The decorations and door prizes will be football tailgate party themed as well. Maybe Deb Sweeney can chime in with more info, she's our party planner!

Dress As A Holiday: (Cast Off 8's Square Dance Club, Rutland, Vermont) Dress as your favorite holiday! Prize for most creative!

