

Publicity Report

In this report we will cover two of our activities over the past year: the CSRDS Facebook page and the CSRDS Pinterest account. We have also made the recommendation to the board of the CSRDS that it adopt the Square Dance Marketing Manual published by Caller Lab last updated March 6, 2018 and implement the recommendations over the next five years that pertain to branding and can be implemented on a Canada-wide basis.

CALLER LAB MARKETING MANUAL

The Caller Lab Marketing Manual can be found at this link: <http://callerlabknowledge.org/wp-content/uploads/2018/03/CALLERLAB-Square-Dance-Marketing-Manual-V1-2b.pdf>

The CSRDS will focus on the image of square dancing in Canada, particularly branding, and is presently examining which of the recommendations in the manual that can be implemented at a national level. This could lead to the CSRDS creating national marketing campaigns with resources that could be used at the club level. For example, these could take the form of posters, invitation cards, and ad mats for newspaper ads that could be made available on a national basis to be downloaded and used by local clubs. In implementing this approach, we would be interested in identifying best practices at the local level and amplifying their reach by making them more broadly available in a cost-effective manner.

I. FACEBOOK

The CSRDS Facebook page has as its primary objective:

- To brand square dancing, contra, round dancing and clogging in Canada;
- To create links between clubs, associations and federations;
- To promote dance activities on a national level, such as conventions and dance weekends;
- To portray the history and uniqueness of our dance forms in Canada across traditions;
- To provide a fan page for our dance forms.

What we do:

- Create content for our FB page
- Search out FB links that portray our activities;
- Post events;
- Encourage clubs and associations to cross post to our page, so that we can build traffic to both our pages;
- Attempt to show dynamic content appealing to all age groups;
- We post several times a week.

The Results:

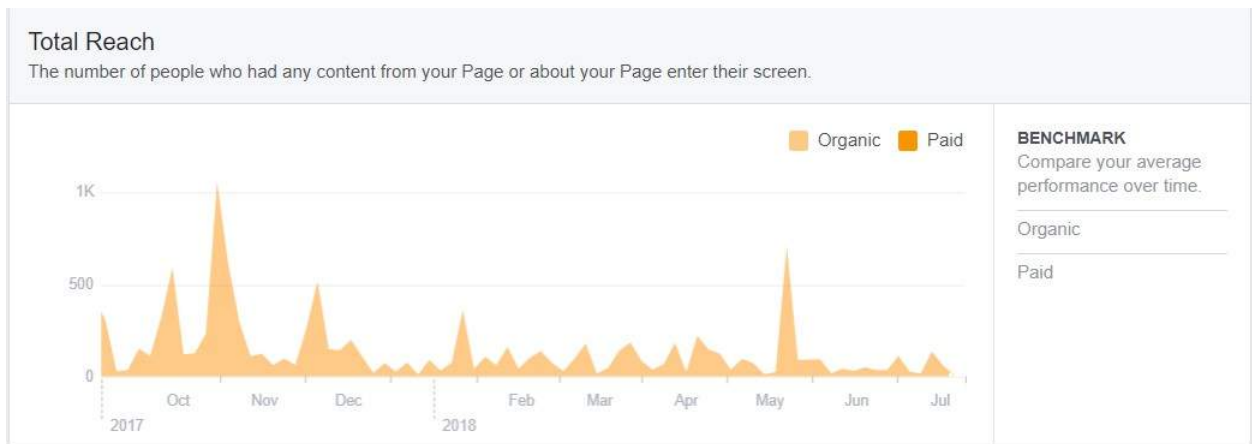
- We are followed by 303 people;
- Our posts are frequently shared with other square dancing organizations;

- Our video postings are popular;
- According to FB analytical information, in the past month, we reached 734 people, had 758 post engagements, and 804 video views;

Membership Increase over the past year:



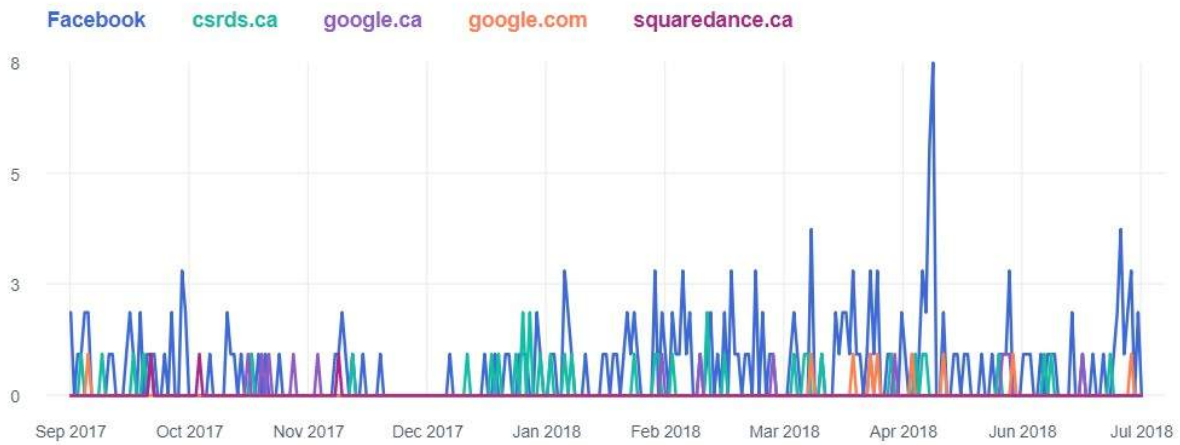
Results over one year:



Note that we do not advertise on Facebook.

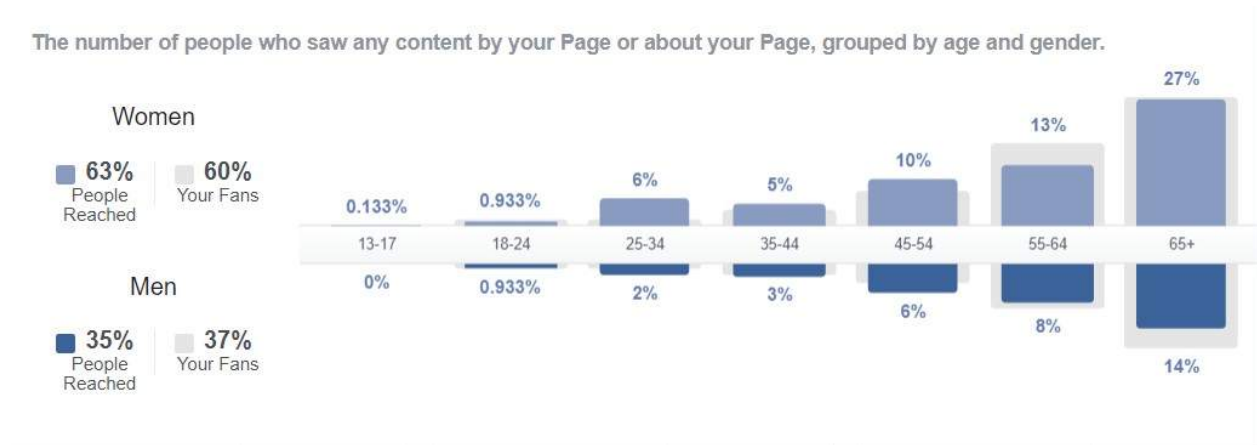
How our viewers found us:

Top Sources



We can see from this that most people found us on Facebook, with the CSRDS website coming in a close second, and the google search engine being the third source of people who found our page.

Who Follows Us:



We are trying with our postings to appeal to a younger demographic. It is true that most square dancers are in the 65 year plus age demographic, but it is interesting to see how we are attracting younger viewers. For this reasons we attempt to post varied content about clogging, contra and youth square dancing so that a broader picture of our community is established.

Reach of Events Postings

Event Date	Event	Published	Reach	Responses
07/19/2018 9:00 PM EDT	20th Canadian National Square & Round Dance Convention 2018	08/23/2016 8:52 pm	1.2K	63
08/24/2018 6:00 PM EDT	Summer Magic	03/11/2018 5:40 pm	295	10
09/14/2018 6:00 PM EDT	Veer North to the Capital	03/11/2018 5:28 pm	44	0
03/24/2019 8:00 AM EST	Square Dance to the Caribbean 2019	07/06/2018 7:54 am	28	1
07/11/2019 9:00 AM EDT	BC Festival 2019	03/11/2018 10:00 am	188	1

While we have posted our national convention since August 23, 2018, we have recently started posting regional information on provincial conventions and square dancing weekends and cruises. Note that since we posted the Convention as an event, we reached 1,200 people. This reach could have been broader had our FB page been used on a frequent basis by our Convention publicity team. It is our hope that the Convention in 2020 will use the CSRDS Facebook page to promote its convention, taking advantage of our fan base to get the word out, and also helping the readership of this page increase with people interested in attending the Convention in Surrey. The CSRDS FB page could also become a means of promotion for events aiming to gather people from a wide geographical location. We have

recently started posting other events on a trial basis. These involve cross postings so that we build traffic to the site of the organizing club or association. We invite clubs, associations and callers to contact us with their information.

II. PINTEREST

The CSRDS Pinterest page has as its primary objective:

- To facilitate branding across the country;
- To provide a resource base for clubs and enthusiasts;
- To provide the best links across the web;
- To reach out to new audiences;
- To provide content on square dancing that is easily searched by google.

What we do:

We have created 38 boards with 3,901 pins, or links to web pages containing information about our dance forms. First boards on our dance forms: Conta Dance, How to Contra, Clogging, Round Dancing and Square Dancing. We can group the rest of our boards by themes.

Press: Square Dance, Contra, Clogging: Monthly we search the web for the most recent press stories and post them here

Promotional Resources: Square Dance promotion, Video promotion, Square dance Imagery. This is to share the best promotional ideas, and help to find good pictures and videos in organizing square dance promotion for your club. In addition we have two boards on memes to populate facebook pages: Square dance memes and dance motivation memes, Quirky Square Dance. We also provide good examples of the best website development under the Great Websites board.

If you have a presentation to write, we have a board on the best dance Research, and because there were so many links a board on the Impact on Health.

To get young people involved, we have a board on Children and Teen Square Dancing.

We have **club-specific resources**, such as Fundraising, Club Stuff, Themed Square dance events, How to,

We have boards that **appeal to individuals**, such as New Dancers Starting out, Dresses, Dance Weekends, How to, Advanced Square dancing, Dancing without a Caller, Nostalgia.

We have a board on callers and music.

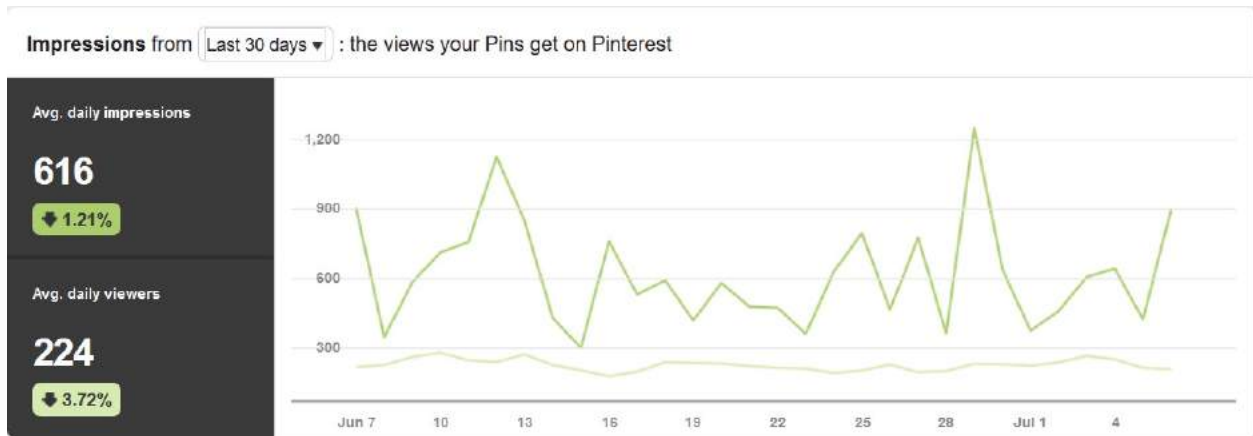
We have institutional information that gives a broader portrayal of our activity: National Convention, Provincial Associations, Portals, Dancing with the Handicapped, Newsletters, Rainbow square dancing, International Square Dancing.

And we have boards on our history: English Country Dance, History of Square Dance, and Traditional Square dance.

The Results

On average, we get 11,500 monthly views, with 453 monthly engaged. We have 212 followers. We also follow square dancing enthusiasts so that they get to know more about us.

This table shows how many impressions we got over the past month.



This table shows which pins were the most popular over the past month.

Boards with top Pin impressions from the last 30 days	Impressions	Clicks	Saves	# of Pins
Nostalgia by Canadian ...	3,277	6	19	505
Square Dance Imagery by Canadian ...	2,587	4	4	177
Press: Square Dancing by Canadian ...	2,088	7	0	388
Square Dance Memes by Canadian ...	1,287	2	11	334
Square Dance Promotion by Canadian ...	1,280	5	3	213
Round Dancing by Canadian ...	1,012	13	10	173
History of Square Dance by Canadian ...	878	2	2	174
Themed Square Dance Events by Canadian ...	835	1	1	129
Video Promotion Square Dance by Canadian ...	793	8	0	57
Dresses by Canadian ...	572	2	0	261
Children and Teens Square Dance by Canadian ...	481	1	0	100

Note that the Nostalgia board attracts many young women who love the square dancing dresses and save our pins. We follow their fashion boards so that they check us out and have the opportunity to learn more about the dancing itself.

Future Plans:

Our present objective is to get the word out on our Pinterest page so that it starts getting used by a larger portion of our dance community. We encourage people to contact us with suggestions, and reactions so that our boards can become real tools for anyone who wants to know more about our dancing.