

# Annual Report Publicity

## 1. Our CRSDS Facebook Page

Objectives of our Facebook page:

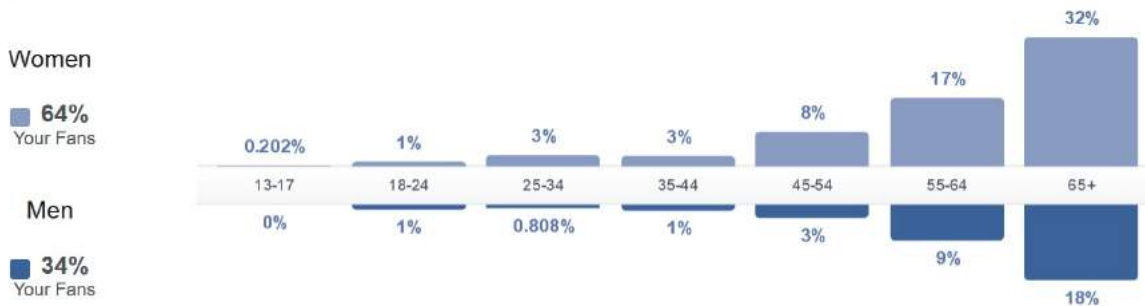
1. To present a contemporary picture of the dance forms that we represent from coast to coast to the public at large;
2. To reach out to similar dance forms so as to explore synergies and shared interests;
3. To share resources and news between clubs and dance forms;
4. To promote our bi-annual convention.

Content: largely repostings from clubs and FB sources that we have liked and follow, as well as news articles that we research on a regular basis on google. We try to include dance forms that involve younger people, so as to have a FB page that spans the generations.

Results:

Our Facebook following is growing. We are followed by 517 people, which means that our posts pop up on their news feeds, and we are liked by 475 people. We frequently notice that our posts are shared by clubs all over North America. This chart gives us the demographic reach of our FB page.

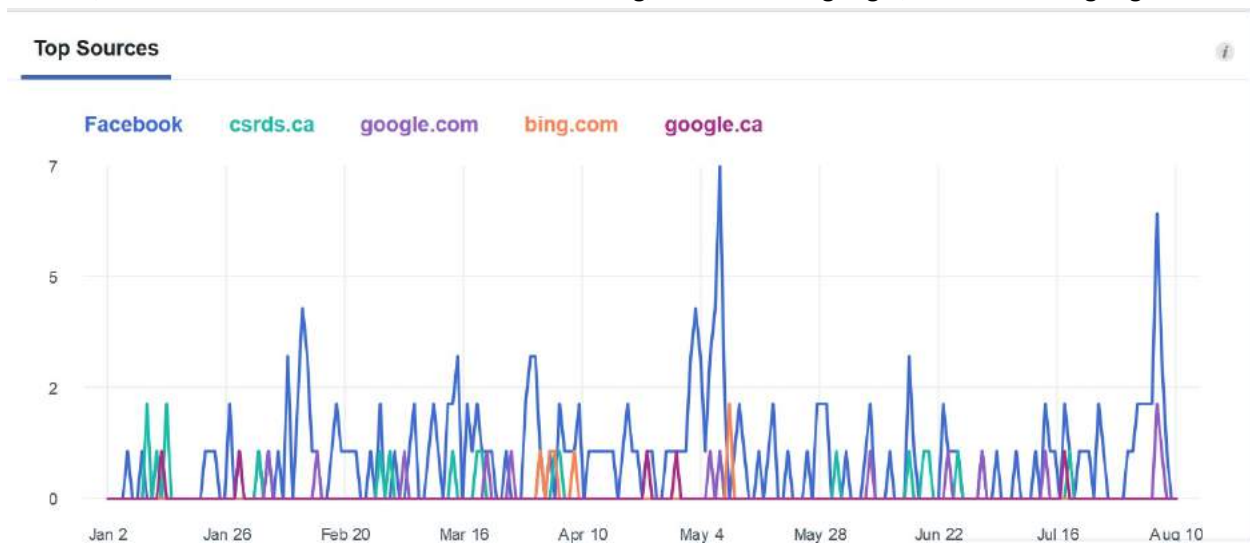
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.



The following chart gives us the geographical spread of our followers. This is important considering that our main activity is a bi-annual convention. This audience represents potential participants at our conventions. What we need to promote are postings about our convention that stimulate interest, and provide information that would encourage people to register. If we build a sizable audience, this would mean that we would not have to reinvent the wheel every time these is a convention, by creating new sites and building traffic. Our followers already include clubs all over North America who are in the habit of sharing our posts. However at present, our FB page has not been used by our convention organizers, not for Surrey and not for London. This represents a missed opportunity.

Country	Your Fans
Canada	300
United States of America	148
Taiwan	13
Australia	9
Germany	5
United Kingdom	5
Czech Republic	4
France	1
Ghana	1

The following chart provides information as to how people find and like our page. The green represents people coming to our page from the CSRDS website, blue those that find us via Facebook; and the other colours, those that find us from web searches on bing, international google, and Canadian google.



Evaluation: We can be satisfied with the organic growth of our page, and its acceptance and penetration of the square dancing market. However we do face some challenges to that growth. One of our weaknesses is that we can't find material to post from all our geographical regions. We have posts from BC and Alberta because those two provinces have a strong social media presence as well as Quebec, where I am located and generate my own content. Laurie Illsley is a frequent contributor with posts from Eastern Canada. In order for the page to be successful, it would need input from all of the regions. FB has the capacity of appointing multiple people to generate content for a page. However finding collaborators is a problem. This is due to age, because many of our members are too old to be computer literate. At the same time, if we don't have a media presence, we won't reach the younger people. Our FB page is quite vulnerable as right now, it depends on one person for content to be generated, and thus could disappear overnight, with all of the following that has been build up over the

past several years. At present the lack of regional collaborators and generators of content prevents the page from reaching its full potential. I have already mentioned the missed potential in the use of our page to promote our national convention.

## 2. Pinterest

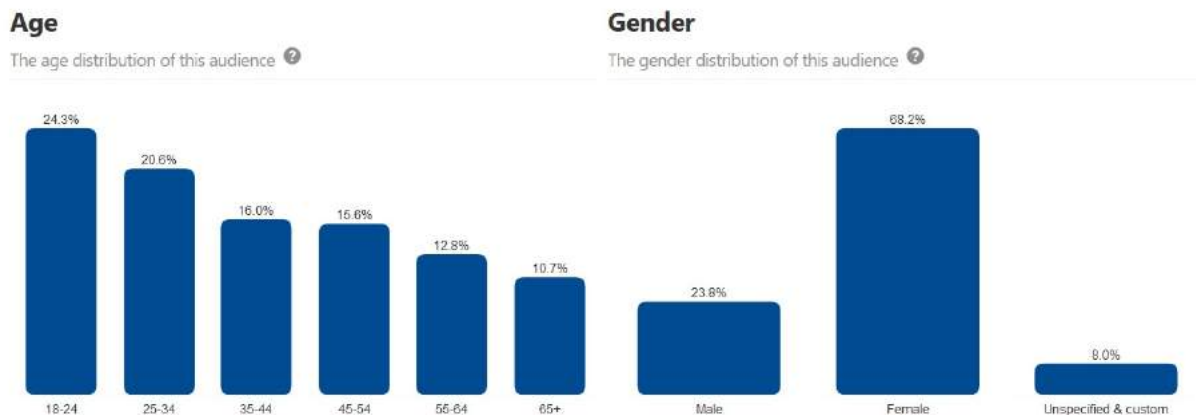
People come to Pinterest looking for ideas to discover, save and do. Pinterest allows you to save content from the web by pinning photos to your board. Then if someone sees the photo and clicks on the link, they will discover the original article. They can then save your pin to their account. People collect pins, which they put in files called boards. You can also create pins by taking photographs, and uploading them to your account. They can then be seen and shared. The pins are all searchable on Google, so pinning up content makes it easier to search out. I do monthly or quarterly searches on Google to track down the latest square dancing and contra news. Pinterest also has a feature where more than one person can be pinning to an account.

### Objectives:

1. To search out content from the web and make it easily available to clubs, and individuals in an easy to share format.
2. To reach out to a younger audience by creating an awareness of square dancing.

### Evaluation:

Viewer Profile for our Pinterest Account



Our geographical reach is primarily in the USA 39.6% followed by Canada at 11.5% and the UK at 5.5% followed by India, Australia and Germany in the 3% or less range.

Our Pinterest account has 254 followers and gets 9,600 monthly views. We have 38 boards with 4,203 pins covering the various forms of dance that CSRDs supports, as well as press clippings and boards to support clubs in their promotional efforts. We also have personal interest boards, such as a board on

square dancing dresses as these seem to attract younger women. Pinterest Our greatest challenge is making people aware of this resource. We also need people to be actively looking at our boards and editing them for content so that they don't get bogged down with irrelevant information.

### **3. Future Directions for Promotion**

We would need to have coordinated marketing campaigns where we can make resources available to clubs seeking to recruit new members. This is presently difficult because of the time constraints for people who are often the most active: running clubs and participating in provincial and national associations. We have the funds, but lack manpower. At the regional level, we have talented people who are working in a limited geographical area putting together exciting marketing approaches. Where this can play out on a national level is sharing art work and graphics, particularly when it comes to posters, ad mats, brochures and coordinated marketing approaches. What I would like to propose is that we empower our best local people by getting them to produce materials that can then be shared nationally. Then the materials can be dovetailed and adapted to local marketing initiatives. The BC region has been particularly active producing posters, ad campaigns, and it is my recommendation that we start in this region and explore synergies in providing them with financial support to make their work available nationally.