

## Publicity Report

CSRDS has a Facebook page, which has the following objectives:

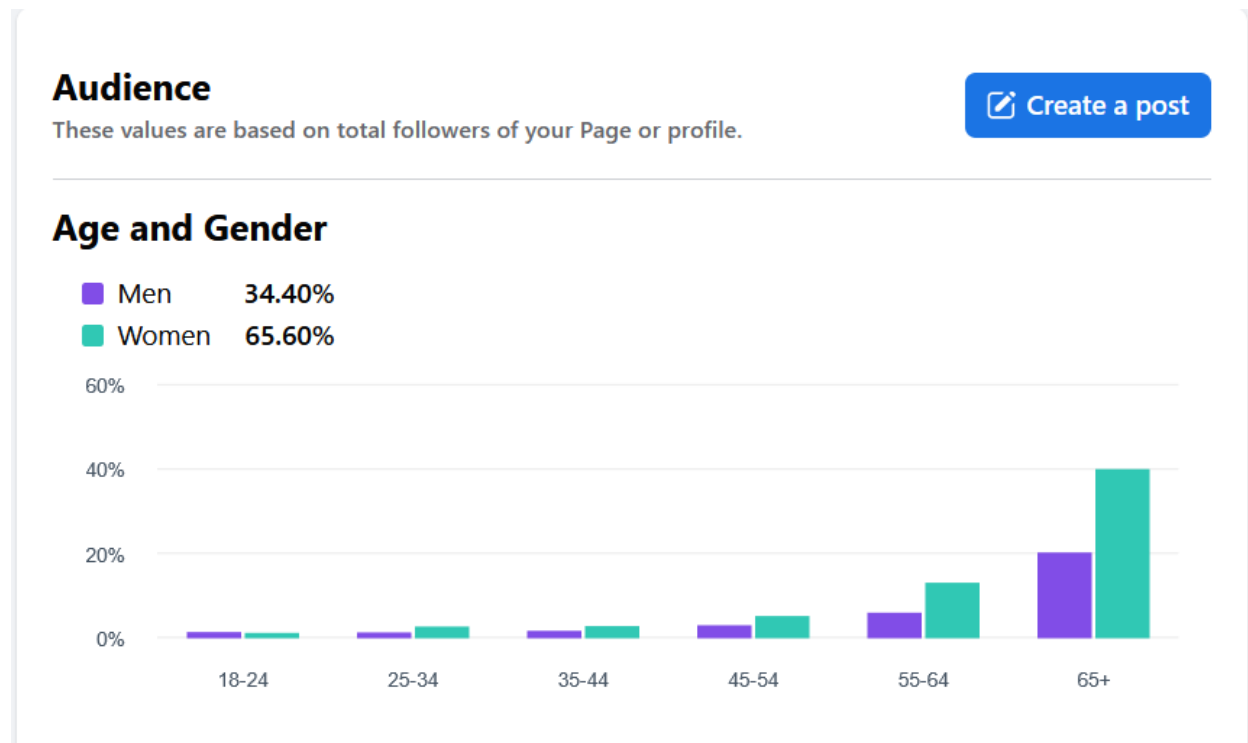
1. Provide an overview of square dancing, contra, clogging in Canada.
2. Promote the forms of dancing that we support.
3. Outreach to related forms of dancing, such as traditional square dancing.
4. Promote convention.
5. Share good ideas and resources amongst clubs.

This we do by cross-posting interesting content from clubs or regional federations and by inviting engaged content producers to cross post to our page. While we would like to see more participation in content sharing, this has not really worked out. The page, for example, could provide a resource for dancers travelling the country in the summer months by letting them know where summer dances are taking place so as to include them in their itinerary.

We also have a Pinterest account which has resources that are of interest. However, changes in Pinterest has made this platform less interesting and easy to use as it now mixes our curated content with pins from other sources. Our use of Pinterest has declined.

### Statistics on the CSRDS FB page

What follows is the data FB provides us on the followers of our FB page.



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## Location

Cities

Countries

Calgary, AB, Canada	39
Winnipeg, MB, Canada	21
Edmonton, AB, Canada	16
Ottawa, ON, Canada	15
Toronto, ON, Canada	12
Montreal, QC, Canada	10
Victoria, BC, Canada	10
Surrey, BC, Canada	9
Fredericton, NB, Canada	8
London, ON, Canada	8

## Location

Cities

Countries

Canada	471
United States	278
Australia	28
Taiwan	14
Germany	11
India	7
Czech Republic	6
Nigeria	5
United Kingdom	5
Pakistan	4





Comments: Our international following provides an occasion to promote our national convention outside of Canada if the provincial federation wishes to reach out to our audience. However, for this to work, promotional content would have to be produced by the hosts and posted to the CSRDS website. Content needs to be created by folks who are on the ground and know what to promote locally. We have found that other FB pages willingly share our posts. There are a great number of tourist attractions that would be of interest to an international clientele for the Calgary convention next year: from the Badlands, the Dinosaurs, to Kananaskis, Banff and Jasper. Bookending local dances in these popular tourist spots might be beneficial to local clubs, if a local travel agent wanted to make a project of it and promote it as an added benefit to coming to Convention.

Data as of August 7, 2023






## Page overview

[Create a post](#) Last 28 days

### Discovery

 Post reach	580
 Post engagement	380
 New Page likes	12
 New Page Followers	14

### Interactions

 Reactions	164
 Comments	3
 Shares	1
 Photo views	117
 Link clicks	11

We are able to join other FB groups and follow pages as CSRDS. This enables us to see what is posted as their content shows up on our news feed and is easier to share:

## Groups you've joined



Eastern Ontario Square & Round  
Dance Association - EOSARDA



Restarting Square Dancing

● 4 photos, 1 post



Washademoak Swingers Square  
Dancers

● Carolyn posted: <https://sherwoodfuneralh...>



Central Ohio Square Dancers

● 4 posts



Social Square Dancing

● 2 posts



Manitoba Old Time Dances



United Square Dancers of America -  
USDA

● 2 photos, 3 posts



Square Dance Flyers

● 1 video, 4 updates

Submitted August 7, 2023

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Publicity for CSRDS