

SQUAREUPB.C. Report

to the Annual General Meeting of the B.C. Square & Round Dance Federation
During Festival 2017, Surrey – July 7, 2017

For those who are unaware, SQUAREUPB.C. is a marketing initiative of the Federation, established in 1991 and chaired by Brian Elmer of West Kelowna, who serves in an appointed position.

SQUAREUPB.C.'s goal to maintain a marketing approach requires that attention be given to designing an attractive product or service that fulfills the needs and wants of a defined population demographic, presenting it at a desirable place or location for a competitive price before launching the promotion or advertising. Some demographic groups, such as Boomers, relate quality to price.

What took place and what's new?

To start on a high note, a very nice boost for our recreation followed our last AGM in Penticton on August 5, 2016.

In the Okanagan Valley, viewers of the SHAW community cable channel saw an excellent video report on the 2016 Penticton Peachfest Square Dance Festival. It's particularly nice to see and hear the comments of pre-teen and teen dancers as well as caller John Corrigan and former cuer Harold Domi. The 3 minute, 10 second video can be seen on YouTube at the following link:

<https://www.youtube.com/watch?v=aZrMa3XUCPw>

As the dance season progressed, considerable time was spent helping clubs and dance associations with the generation and distribution of event media releases and community calendar announcements.

The largest projects for SQUAREUPB.C. were the fall and winter paid Facebook advertising campaigns. Requiring an extraordinary time commitment, in both campaigns each member club conducting new dancer sessions received its own distinct Facebook ad, targeting the club's geographic area.

The April 1, 2017, Board of Directors meeting in Abbotsford was presented with a SQUAREUPB.C. report that detailed marketing efforts during the dance season up to that point. It provides much more information about the following:

- Facebook advertising and results seen by the clubs
- numbers or statistics relative to Facebook ad results
- use of Twitter to build awareness
- predominance of interest by single women

- investing in training
- creation of a New Dancer page specific to your club's web site
- 2016 Proclamation of Square & Round Dance Awareness Week
- learning about marketing our recreation
- free print promotion literature available including online posters

See it online in pdf-format: [SquareupB.C. report bod 2017](#)

Paid Facebook Advertising Campaigns

As advertisers, Facebook provides us with what they call “analytics” that track the run of our ads. It's so precise that it identifies women or men and their age ranges and even the type of internet-capable device on which they view our ad.

Over the two campaigns, the bottom line is that 159,957 people in B.C. saw one of the club ads at least once on their mobile or desktop computer screen. 5,080 people purposely "clicked" on "Learn More" seeking details about the lesson offering in their particular city.

Some of those persons left comments relative to a club's ad such as “are singles welcome?” or “I'm new to the area—where's the dance hall located?” Active correspondence was had with some of the new dancer prospects in various cities.

Several notable results came from the effort to run a fall and winter campaign--much better than when we just ran one paid Facebook ad province-wide. In one case, our ads made a club wonder what prompted all the newcomers to attend.

Of biggest concern is the considerable under-funding for advertising on such a provincial scope. Once the available funding was divided between some 30 or more clubs, no one club had much to invest on their behalf. Our ads only reached about 20% of the potential Facebook users in a given city. Clubs are encouraged to “top-up” the SQUAREUPB.C. funding to give their unique campaign greater impact in their region.

Also, it's time that our member clubs and their regional associations considered fundraising for their particular paid Facebook campaigns. In some areas, considerable money is raised for good causes and it's time that we look on our recreation—in some areas struggling for its very existence—as a good cause.

Of continued concern is the failure of most of our member clubs to submit their new dancer information in advance of the campaigns. This might relate to a general lack of awareness of the paid advertising initiative, but regional delegates are informed and should press their area's clubs for the information.

A big challenge going into each campaign is to determine how to divide up the available funding when not all clubs have reported-in. An educated guess has to be made but an over-estimation of participation can result in the funds not being utilized to maximum effectiveness.

This is a plea to clubs to announce their new dancer sessions as soon as possible to brian@squaredance.bc.ca. We're advertising square, round and clog dancing. Your information for the fall campaign should be submitted by August 20. For the winter campaign, by November 30, 2017.

Assistance to Clubs & Dance Associations

Abbotsford

In the fall of 2016, round dance cuer Anita Adams identified that there was a need for new round dancer lessons in Abbotsford. She booked the Trinity Memorial United Church in that city and set the lesson start-up for Oct. 5, teaching two-step and waltz. Those lessons were advertised under the paid Facebook fall campaign and given a boost wherever possible, including our Facebook page. See an article by scrolling down to "Learn to Round Dance in the Fraser Valley" at: <https://www.facebook.com/BCSquareAndRoundDanceFederation>

Anita is re-establishing a round dance presence under the former club name "The Spinners."

Vernon

In late 2016, a big marketing push was made to assist the Got 2 B Cloggin club of the Central Okanagan in establishing a new branch in Vernon starting in January 2017.

The Okanagan Square & Round Dance Assn. was assisted in promoting an "Intro to Clog Dancing" in that city on the afternoon of Sunday Dec. 18. It generated enough interest to continue planning for a weekly group in Vernon.

A media release sent to press outlets in the city was reproduced on our Facebook page. It attained 195 views and can be seen by scrolling down to the headline "Sample Clog Dancing in Vernon Dec. 18" once you connect to our Facebook page:

<https://www.facebook.com/BCSquareAndRoundDanceFederation>

As the regular instruction start-up approached, community calendar announcements were sent to the press in that city as well as a press release that was successfully published. The club also benefitted by being part of the fall paid Facebook campaign that targeted Vernon and

area. A sizeable group was established and the Vernon branch of Got 2 B Cloggin continues to dance weekly.

See the club's web page at: VernonClogDanceFun.info

Penticton

In early May of 2017, the Penticton Squares were assisted with the writing and distribution of different press releases issued both in advance and after a Mini-Reunion & Dance on May 6.

The subscription-based Penticton Herald newspaper picked up our submission and published most of the release content on May 30. Headlined "Reminiscing highlights mini-reunion & dance," it was accompanied by a colour photo of the 24 past members of the club who attended the Mini-Reunion.

An advance online posting about the event, presenting only the photo with a caption, was done by the newspaper on May 29. It mentions the presentation to 7 dancers of the B.C. Federation's "Four Score & More" badges, recognizing dancers aged 80 and over. See it online at:

http://www.pentictonherald.ca/image_a2c01ce8-44d8-11e7-a2be-a367fb3767e3.html?_dc=221033542774.824

The newspaper also posted the full article online in their e-edition section, accessible by subscription.

Furthermore, the press release was reproduced with several captioned photos on our Federation Facebook page at:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/posts/1470940872951265>

Kelowna

"Clogover Vine," held in Kelowna from June 16 to 18, 2017, was sponsored by the Okanagan Cloggin' dance club of the Central Okanagan. Presenting clog dancing at beginner through intermediate levels, the event was both for fun and learning. Featured was a clogging instructor from Winnipeg. The club was aided with an advance press release that gained an article in the Kelowna subscription newspaper, The Daily Courier, and it was reproduced with several captioned photos on our Federation Facebook page at:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/posts/1507287422649943>

Teen Festival 2017

Awareness was brought to the May 5 & 6, 2017, Pacific Northwest Teen Square Dance Festival held in Langley with a post to our Facebook page. The event was detailed and photos

presented of past competitions. Attention was directed to the considerable number of good videos on YouTube. That post received 5 “likes,” was “shared” with friends and family by 12 persons and garnered the most views that any article on our page has attained so far--a notable 1,390. See the post at:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/posts/1472623589449660>

In a subsequent Facebook post, we attracted another 873 views, 6 “likes & loves” and 11 “shares” when telling of the attention given the Festival by the Langley Times newspaper. Their write-up opened with a nice photo of brother-sister team Nicholas and Caitlyn Brendzy of the Wesburn Wranglers competing in round dancing. See the newspaper’s online page, play the short video featuring caller/cuer/teacher Danielle Garbe of the Delta Sundancers and read several favourable comments that follow at:

<http://www.langleytimes.com/life/video-langley-school-hosts-pacific-northwest-teen-square-dance-and-round-dance-festival/>

The two B.C. youth clubs that compete in the Teen Festival are the Wesburn Wranglers of Burnaby and the Delta Sundancers, currently dancing in Surrey. Both are members of our Federation. See our post at:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/posts/1472623589449660>

Advertising & Promotion of Festival 2017

Close to \$400 in SQUAREUPB.C. funding has been earmarked to purchase paid Facebook advertising for the purpose of attracting spectators--or potential new dancers--to our Festival.

The advertising will appear in the days prior to the Festival and during the event.

It will target Facebook users in a broad region around Cloverdale and will run leading up to and during the event.

Thanks to Facebook’s many unique features, it will not only be seen by Facebook users who live in the Surrey region and nearby but also by those visiting the region. That can help promote our recreation to persons visiting from other parts of B.C.

Although welcome any time, July 6-8, we’re particularly encouraging spectators to come any evening between 7:30 and 10:00 when the two halls operating at night should have an impressive number of dancers.

The Festival received SQUAREUPB.C. assistance in the writing and distribution by e-mail of a media release that detailed the event with an appeal to spectators in mind. It was also posted on the Festival’s web page at: BCFestival2017.weebly.com/press-release-june-26-2017.html

After distribution to the media, the release was reproduced in the “Entertainment” sections of 5 community newspapers shown below. The following links will go to the online versions of the print articles:

Cloverdale Reporter:

<http://www.cloverdalereporter.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Surrey-Now Leader:

<http://www.surreynowleader.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Langley Times:

<http://www.langleytimes.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Langley Advance:

<http://www.langleyadvance.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Peace Arch News:

<http://www.peacearchnews.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Furthermore, as a result of receiving our media release, the online news and information service “The Valley Voice News,” serving Chilliwack and the Upper Fraser Valley, reproduced our release on June 29 in an article they entitled “Time for a little Cha Cha—Fraser Valley’s big swing fest.” The editor’s title selection is particularly appropriate to point out that our Festival is about round dancing as well as square dancing. See the release online at: [This Link](#)

We hope that during the Festival event we’ll see additional media attention, especially hoping for such from CBC, CTV and Global TV news. Each was sent our release.

The release will also appear on our Facebook page, tailored in a little more detail to potential spectators:

<https://www.facebook.com/BCSquareAndRoundDanceFederation>

*Marketing Activity
Proclamation*

The issuance by the B.C. Government of yet another Proclamation of Square & Round Dance Awareness Week is pending. Usually in the third week of September, this year it should be Sunday Sept. 17 to Saturday Sept. 23 (2017).

We encourage clubs and Associations to use the Proclamation in various promotions regarding the celebratory week. For example, if you'll hold a dance in advance, you can take a photo of the dancers holding up the Proclamation and submit that to local press with a write-up in time for the Awareness Week period.

The B.C. Government maintains a web page of Proclamations arranged by date with links to the document. Keep an eye on "September 2017" at the following web link:

<http://www.bclaws.ca/civix/document/id/proclamations/proclamations/2017procs>

*Marketing Activity - Our Social Media Presence
Federation's Twitter & Facebook pages*

www.Twitter.com/bcfeddancenews

www.Twitter.com/bcfedlive

www.Facebook.com/BCSquareAndRoundDanceFederation

Our Federation's social media presence includes two Twitter accounts and a Facebook account. All these avenues of free publicity have been utilized to tell about Festival 2017 at Surrey and to boost promotion of fall and winter new dancer sessions in various cities.

Our @bcfeddancenews Twitter account is used primarily as a message board and has 77 persons following it at this point. Our @bcfedlive account is interactive with the dance community and, up until now, has 73 followers.

A very useful element in sending Twitter messages is that by the addition of a number sign (#) to a city name, you create a "hashtag" that allows Twitter users to isolate a city or topic. For instance, searching #SurreyBC on Twitter will call up all messages containing that hashtag. Some people use that to get news and information relative to their area or another of interest to them.

Note that because Twitter is an international social media avenue, you should test your hashtags because, for instance, #Surrey can relate to messages from Surrey, England. #Langley can link to Langley, Virginia, USA (CIA headquarters) whereas #LangleyBC will zero-in on our B.C. city. #Vancouver can also be Vancouver, Washington whereas #VancouverBC is the city in B.C. Some people use the hashtag #YVR, representing the city as an airline destination, when they post a message relating to Vancouver, B.C.

It's been nice to see that, on occasion, our messages on Twitter have been re-distributed or "re-tweeted" by persons who felt the message important enough to do so. That gives our tweet a greater reach.

At the time of this report in July, 2017 our Facebook account (www.Facebook.com/BCSquareAndRoundDanceFederation) has gained 385 "likes," (up from 314 a year ago) meaning persons who endorse our Facebook page overall. Facebook users can also engage with individual postings on our page and we've experienced some exceptional interest at times.

SQUAREUPB.C. Services & Assistance

Do remember that a couple of our most basic communications tools are the toll-free INFOLINE at 1-800-335-9433 and e-mail through info@squaredance.bc.ca or dancinglikethestars@gmail.com.

In your promotions, remember to tell of the 10-minute promotional video aimed at Baby Boomers that's posted on YouTube, called "Dancing Keeps You Young." Send people to it online at: www.DancingKeepsYouYoung.ca OR www.DancingKeepsYouYoung.com At the time of this report, our video has been viewed over eleven thousand times—now counting 11,772 and growing (up from 10,361 a year ago)!

Also consider showing in your advertising/promotion/publicity our promotional "landing pages," particularly SquareDanceFun.info, detailing the many benefits of square dancing and listing square, round and clog dance clubs throughout the province that hold new dancer sessions. If your club has a dedicated page for new dancers, use that instead.

The Federation has two brochures available to its membership for promotion of square and round dancing. Each is a double-sided tri-fold.

One was designed a few years ago and has a medically-oriented theme, entitled "Your Prescription for Better Health." It presents the many holistic health benefits of our recreation and is intended to target the health-conscious Baby Boomer generation. It's on the Dance Connection web site and can be accessed directly at: <http://betterhealth.squaredance.bc.ca>.

Developed by our Revitalization Committee, the newest brochure entitled "Today's Square Dancing, You'll Be Surprised" is more generic. It includes photos of children, reiterating the many benefits of our activity and it's quite colourful in eye-appeal.

Produced in tandem with that brochure was a "rack card" that is intended to be placed in promotional racks such as those seen in doctors' offices. In the same theme as the brochure, it's on a stiffer card stock, two-sided in colour.

Order the brochure and/or the rack card from Dennis Sutton in Sidney. Phone: 250-652-9271, e-mail: dsutton9@telus.net

Furthermore, our Dance Connection web site provides two different posters that tie into the theme of the brochure and rack card. You can edit the lower portion to reflect your club lessons and contact information. One version is entitled “Group Hug – You’ll be Surprised” and the other “Today’s Square Dancing – Leg Silhouettes.” Web link: <http://www.squaredance.bc.ca/posters-2>

Many travelling dancers are turning to www.WheresTheDance.com to find dance events. Consider submitting your events to this free listings service.

Remember our social media pages and get involved at:

www.Facebook.com/BCSquareAndRoundDanceFederation

and

www.Twitter.com/BCFedDanceNews and www.Twitter.com/BCFedLive

SQUAREUPB.C. is available to assist regional promotion committees or club promotion/marketing persons.

Contact Brian Elmer by phone at 250-768-2694 (toll-free: 1-800-335-9433) or e-mail brian@squaredance.bc.ca

This concludes the SQUAREUPB.C. report to the July 7, 2017, Annual General Meeting.

Respectfully submitted,
Brian Elmer, West Kelowna
SQUAREUPB.C. Chairperson