

SQUAREUPB.C. Report

to the Board of Directors Meeting

of the B.C. Square & Round Dance Federation, Abbotsford -- April 7, 2018

Note that this report contains active internet links that should be “clickable” as long as the document is in electronic form

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.

In our dance forms of square dancing, round dancing and clogging we have a time-tested, quality product (service) in which we firmly believe, much as it may be evolving. We just have to let people know about them, their benefits and their availability.

Marketing Activity

Paid Facebook Advertising

The prime task for your SQUAREUPB.C. marketing initiative over 2017 & 2018 has been to research, design and launch paid Facebook advertising in support of member clubs and Associations.

We maintain a Facebook presence at: www.Facebook.com/BCSquareAndRoundDanceFederation
At the time of this report, our page has 458 “likes” and 456 “follows.”

Again, the funding was very limited for the scope of the advertising endeavour involving 46 separate ads shown in their relevant cities around the province within two campaigns. Also, 3 ads ran last Summer in promotion of Festival 2017, Surrey. The 46 ads were exclusively for member clubs or associations conducting new dancer sessions in square, round or clog dancing.

This is a very positive program that your B.C. Federation can do for its members not just to help recruit but also to build awareness of our great recreations. Most importantly, the advertising has been engaging the public all over the province to consider participating in one or more of our dance forms.

If a club or association wishes to boost their Facebook advertising's effectiveness, additional funding can be directed to the Federation's treasurer, Pat Zeeman (bcfedtreasurer@gmail.com) and it will be applied only to that group's individual campaign. Some have done that.

Structure of the Advertising

All the Facebook ads have promotional text and most utilize a “video slideshow” feature wherein still images are set to music, many with on-screen captions, that play through a sequence upon activation. Some feature live action video such as one of the three for Festival 2017 in Surrey and one for our member club in Vancouver, Squares Across the Border, featuring a wide shot of a convention floor full of square dancers.

Some ads accent particular aspects of the club or lessons, such as the ad for T.W. Twirlers in North Delta promoting the caller-teacher who’s also an Elvis tribute artist. Another promotes a Valentine’s Day free lesson at the Town ‘n’ Country Dancers in Maple Ridge with special “heart” graphics.

Note that the selection of music backgrounds for our Facebook ads has been something of a challenge in order to avoid violating copyright. Facebook furnishes a limited number of tunes intended for use in their ads. One called “Dance” was used in several ads although it features a wailing guitar. Other ads utilized less bold music. A source of copyright-free music has been identified and some of those selections have been incorporated into the ads, although the service asks that they receive a credit somewhere in the visual ad content.

In actual fact, the majority of Facebook ad views are done on mobile devices such as smartphones where the sound is often not being monitored.

When a Facebook user “clicks” to learn more as a result of one of our ads (at which time we incur a fee), they are transported to a “landing page” for details. Except for a select few clubs that have good dedicated web pages for new dancers, the landing page location is the specific listing for each club of interest found on our promotional page at www.SquareDanceFun.info.

Facebook advertising has provided us with a powerful tool to engage the public in our lesson offerings. The social medium allows them to “like, love, share or comment” on an ad. Many interactions with prospective new dancers have taken place such as when they ask the precise location of a dance hall or the name of the caller-teacher. Many wanted to confirm that singles are welcome.

As each club’s ad launched on Facebook, the club was notified by e-mail and appropriate web links to view it were provided. Apart from each ad’s availability to be “shared” by a Facebook user with others, a special link is now provided by Facebook. That link, with the permission of the Facebook user, plots the club ad into the user’s personal timeline or news feed for 24 hours. Several club members took advantage of that to re-distribute the ad at no additional cost.

Follow-up reports were sent to many clubs, detailing how their campaign was progressing or their final results, or both.

Some ads appeared through a period covering more than the first free or paid lesson. We saw the following positive comment left by a new dancer relative to an ad once the person attended the first lesson:

“It was amazing. Very nice people and I will continue dancing. I love you guys.”
– Mojdah F. – Town ‘n’ Country Dancers, Maple Ridge

Among the successful ad results and positive comments reported by dance leaders are the following:

Carol Van Camp, Squares Across the Border, Vancouver:

"It has been a privilege working with you on the Facebook ad campaign for new dance classes. Your knowledge, patience and enthusiasm has made such a difference with this experience. ...If the ads have influenced anyone's decision to dance that's good. At the very least the ads will have increased our visibility in the community." - September 16, 2017

Roy Swanson, Swinging Singles Public Relations, Burnaby:

"Four new dancers saw our ad in the newspaper. Eleven saw the ad on Facebook."
– October 29, 2017

Elizabeth Hohner, Promenaders Caller-Teacher, Greater Victoria:

"We had 13 new dancers out for the introductory class... In polling the group, only 2 were word of mouth, the rest heard about lessons via social media." – January 14, 2018

It's requested, please, that all our clubs survey newcomers and report their findings regarding all the different elements that they felt influenced them to participate. Obviously, some of our clubs did take time to report when they noticed that the advertising on Facebook was producing notable results.

Below is a breakdown of the essential statistics for all the paid Facebook advertising.

Firstly, the Festival 2017 paid Facebook advertising—seeking "post engagements" for the article about the event on our Facebook page--engaged 14,655 Facebook users in the Western Fraser Valley & Eastern Lower Mainland (details below).

Secondly, the "analytics" for our Fall 2017 & Winter 2018 campaigns combined show that:

- 473,988 Facebook users had an ad appear on their screens, including multiple times (called "impressions")
- 184,935 Facebook users saw an ad at least once (called "reach")
- 6,048 of those intentionally "clicked" to seek additional information about the lesson offering

Note that a technical glitch at Facebook during the latter part of the Fall campaign prevented the uploading of some ads, regrettably failing to launch advertising for some clubs. The problem was resolved in time for the Winter campaign.

Facebook Festival 2017 Campaign details – July 2017

Note that this campaign used a different engagement technique than simple "clicks" seeking more information. It utilized the "post engagements" option with a goal to obtaining as many appearances on Facebook pages as possible.

Grand totals from 3 ad versions:

22,513 impressions (total no. of times the ads were shown on Facebook pages, including multiple times on the same user's page)

16,772 reach (total no. of times the ads were seen at least once by a Facebook user)

14,655 Facebook users were engaged with the posted article about the Festival on our Facebook page, involving post clicks, likes, shares and comments

Facebook Fall Campaign details: 30 different ads launched Aug. to Oct. 2017

Grand totals:

- 271,803 impressions (total no. of times the ads were shown on Facebook pages, including multiple times)
- 101,781 reach (total no. of times each was seen at least once by a Facebook user)
- 3,716 Facebook users clicked seeking more information

Facebook Winter Campaign details: 16 different ads launched - Jan. & Feb. 2018

Grand totals:

- 202,185 impressions (total no. of times the ads were shown on Facebook pages, including multiple times)
- 83,154 reach (total no. of times each ad was seen at least once by a Facebook user)
- 2,332 Facebook users clicked seeking more information

Active Links to the Actual Facebook Ads

Nothing serves better to show the depth and scope of the advertising than to see the actual ads. Through the wonder of the internet, browse all 49 of them using the active internet links provided below.

This is where your B.C. Federation has invested \$6,000--the approved budget at the 2017 AGM in Surrey for this SQUAREUPB.C. program--to purchase paid Facebook advertising in province-wide promotion of new dancer lessons in squares, rounds or clogging. Greater funding would have greater impact.

These ads should play fine for anyone signed in to their Facebook user account. If you don't have an account, Facebook might insist that you sign in, barring you from viewing. Otherwise, you might be permitted to view some if not all of the ads before a sign in request appears.

NOTES:

1) Where a club is shown to have had more than one ad produced and distributed, the funding for that club was split up

2) Legend:

- Impressions = No. of times, counting multiples, that the ad appeared on a Facebook page
- Clicks** = No. of Facebook users who sought more information by clicking on "Learn More" or another link within the ad (incurring a fee)
- Reach** = No. of Facebook users who saw the ad at least once
- Potential = The potential reach, being the number of Facebook users who, with adequate funding, could see the ad at least once and who are within the demographic and geographic parameters selected
- Per cent** = Per cent of the potential reach representing how many Facebook users actually saw the ad at least once, of all possible, given the limited funding available

Festival 2017, Surrey – an ad to build awareness of the Festival (and our recreation) as well as encourage spectators in the western Fraser Valley & eastern Lower Mainland (precise geographic target: a 10 mile radius from Surrey) – Funding from SQUAREUPB.C.

3 ads ran in promotion of the Festival, the first as the event approached then another throughout the first two days (July 6 & 7) then a final version on the last day (July 8). These ads sought engagement with our Facebook page article about the Festival, not clicks:

1) Ad in advance of the Festival (**6,157** Facebook users saw this ad at least once):

<https://www.facebook.com/423356377709725/posts/482402955438621>

2) Ad that appeared during the first two days of the Festival (**3,928** Facebook users saw this ad at least once): <https://www.facebook.com/423356377709725/posts/484396848572565>

3) Ad that appeared on the final day of the Festival (**8,697** Facebook users saw this ad at least once):

Note that this ad's "creative" is a live-action video with "wild" sound comprised of professional footage taken at Festival 2009 in Vernon (the local tv station was paid to shoot the material at that event, capturing square, round and clog dancing)

<https://www.facebook.com/423356377709725/posts/484965038515746>

Fall 2017 Club and Association ads, in alphabetical order –

Abbotsford Grand Squares – Series of free lessons starting Sept. 11/17 - Impressions: 7,527, **136** clicks, Potential reach of 39,000—actual result: **3,624** or **9%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/511106845901565/>

Amalgam-Eighters, Nanaimo – Open House event Sept. 15 - Impressions: 5,812, **81** clicks, Potential reach of 15,000—actual result: **3,496** or **23%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/514017772277139/>

Frontier Twirlers, Colwood (Greater Victoria) -

2 ads

1) Open House – Sept. 16/17 - - Impressions: 2,876, **24** clicks, Potential reach of 11,000—actual result: **2,050** or **19%**:

<https://www.facebook.com/423356377709725/posts/515110692167847>

2) Sept. 21 & 28 free sessions - Impressions: 5,281, **51** clicks, Potential reach of 11,000—actual result: **2,753** or **25%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/515126052166311/>

Got 2 B Cloggin, North & Central Okanagan – A flatfooting workshop in Vernon for newcomers - Impressions: 6,891, **151** clicks, Potential reach of 28,000—actual result: **3,144** or **11%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/510324749313108/>

Guys 'n' Gals, Langley/Aldergrove – Square dance lessons starting Sept. 10/17 - Impressions: 5,547, **92** clicks, Potential reach of 39,000—actual result: **3,068** or **8%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/510416462637270/>

Mavericks, Saanich (Greater Victoria)

2 ads

1) 1st ad promoting the two free lessons on Sun. Sept. 17 & 24, 2017 - Impressions: 2,271, **18** clicks, Potential reach of 43,000—actual result: **1,583** or **4%**:

<https://www.facebook.com/423356377709725/posts/515295562149360>

2) 2nd ad promoting the 2nd free lesson on Sun. Sept. 24/17 - Impressions: 5,558, **56** clicks, Potential reach of 43,000—actual result: **3,099** or **7%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/515305928814990/>

Northern Twisters, Prince George - Impressions: 8,608, **103** clicks, Potential reach of 10,000—actual result: **3,711** or **37%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/511680805844169/>

Ocean Waves, Courtenay – Sept. 11/17 free square dance lesson - Impressions: 6,698, **79** clicks, Potential reach of 7,600—actual result: **2,945** or **39%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/511643952514521/>

Okanagan Cloggin' – Kelowna & West Kelowna - Impressions: 6,492, **186** clicks, Potential reach of 21,000—actual result: **4,049** or **19%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/512919669053616/>

Rhythm Rounds, Vernon

2 ads

1) 2 consecutive free sessions Sun. Sept. 17/17 Open House - Impressions: 2,190, **38** clicks, Potential reach of 28,000—actual result: **1,648** or **6%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/514787768866806/>

2) Sept. 24/17 regular sessions - Impressions: 4,801, **56** clicks, Potential reach of 28,000—actual result: **2,760** or **10%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/514814942197422/>

Ripple Rockets, Campbell River – Free square dance lessons Sept. 11 & 18, 2017 - Impressions: 5,616, **78** clicks, Potential reach of 5,200—actual result: **2,272** or **44%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/511657055846544/>

Salmon Arm Squares – Open House Sept. 13/17 - Impressions: 6,007, **47** clicks, Potential reach of 3,000—actual result: **1,745** or **58%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/512049702473946/>

Squares Across the Border, Vancouver – Sept. 12 & 19, 2017 lessons (the club supplemented the SQUAREUPB.C. funding)

Note that this ad is 40 seconds of live action video footage with “wild” sound

3 ads

1) *Selective geographic targeting within a 3 mile radius of two LGBTQ communities in Vancouver*

Impressions: 7,682, **217** clicks, Potential reach of 370,000—actual result: **6,154** or **2%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/511884995823750/>

2) *Broad targeting of LGBTQ men aged 30 to 60 within a 16 mile radius from downtown Vancouver*

Impressions: 8,366, **199** clicks, Potential reach of 400,000—actual result: **6,256** or **2%**:

<https://www.facebook.com/423356377709725/posts/511904185821831>

3) *Broad targeting of LGBTQ women aged 30 to 60 within a 16 mile radius from downtown Vancouver*

Impressions: 7,917, **263** clicks, Potential reach of 420,000—actual result: **6,434** or **2%**:

<https://www.facebook.com/423356377709725/posts/511902839155299>

Star Country, Vernon

2 ads

1) Promotion of the Open House Sept. 21 - Impressions: 3,781, **21** clicks, Potential reach of 28,000—actual result: **2,364** or **8%**:

<https://www.facebook.com/423356377709725/posts/516443102034606>

2) Promotion of the free lesson as the class begins Sept. 28 - Impressions: 4,353, **43** clicks, Potential reach of 28,000—actual result: **2,193** or **8%**:

<https://www.facebook.com/423356377709725/posts/516462948699288>

Star Dusters, Powell River –

2 ads

1) Sept. 19/16 Free Introductory Session – Impressions: 3,111, **16** clicks, Potential reach of 3,100—actual result: **1,408** or **45%**:

<https://www.facebook.com/423356377709725/posts/515595868785996>

2) 1st of 10 lessons starting Sept. 26/17 - Impressions: 4,204, **32** clicks, Potential reach of 3,300—actual result: **1,735** or **53%**:

<https://www.facebook.com/423356377709725/posts/518140485198201>

Surrey Square Wheelers (the club supplemented the SQUAREUPB.C. funding) – an extensive campaign from Aug. 27 to Oct. 8/17 – *This campaign targeted women only aged 40 to 64*

Impressions: 51,427, **706** clicks, Potential reach of 51,000—actual result: **16,910** or **33%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/507100939635489/>

Swinging Singles, Burnaby:

2 ads

1) Round Dance Ad – Sept. 10/17 lessons - Impressions: 3,561, **94** clicks, Potential reach of 12,000—actual result: **2,175** or **18%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/509899116022338/>

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2) Square Dance Ad – Sept. 13/17 lessons - Impressions: 3,578, **65** clicks, Potential reach of 9,200—actual result: **2,111** or **23%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/512016925810557/>

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Thompson Valley Stars, Kamloops, Free lessons starting Sept. 14/17 - Impressions: 7,429, **97** clicks, Potential reach of 12,000—actual result: **4,159** or **35%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/513203305691919/>

T.W. Square Dance Club, North Delta – Sept. 11/17 New Dancers - Impressions: 8,333, **87** clicks, Potential reach of 4,600—actual result: **3,076** or **67%**: *This ad featured the fact that the caller-teacher is an Elvis Tribute Artist*

<https://www.facebook.com/423356377709725/posts/511848202494096>

Victoria & Dist. Caller Teachers' Assn. (the Association supplemented the SQUAREUPB.C. funding)

2 ads

1) Sept. 10/17 combined club Open House - Impressions: 64,385, **582** clicks, Potential reach of 63,000—actual result: **21,218** or **34%**:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/507867529558830/>

2) Combined club Open House “tonight” version (Sun.Sept. 10/17) - Impressions: 5,913, **62** clicks, Potential reach of 63,000—actual result: **4,651** or **7%**:

<https://www.facebook.com/423356377709725/posts/512855825726667>

Westsyde Squares, Central Okanagan - free introductory lesson Wed. Sept. 13/17 - Impressions: 5,509, **35** clicks, Potential reach of 2,300—actual result: **1,725** or **75%**:

Due to limited funding, this campaign targeted women only aged 45 to 64 and resident in West Kelowna & Peachland

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/512415635770686/>

Winter 2018 Club ads (January & February), in alphabetical order –

Abbotsford Grand Squares – 3 free Monday lessons, Sept. 15 to 29/18 - Impressions: 26,131, **242** clicks, Potential reach of 39,000—actual result: **10,887** or **28%**:

<https://www.facebook.com/423356377709725/posts/565945123751070>

Century House Squares, New Westminster – Newcomers welcome any Monday at noon - Impressions: 12,901, **179** clicks, Potential reach of 6,000—actual result: **3,777** or **63%**:

<https://www.facebook.com/423356377709725/posts/574708466208069>

Chilliwack Rhythm Reelers – Series of free square dance lessons starting 7 pm Thurs. Jan. 11/18 - Impressions: 19,756, **224** clicks, Potential reach of 30,000—actual result: **9,140** or **30%**:

<https://www.facebook.com/423356377709725/posts/563448060667443>

Guys ‘n Gals square & round dance club, Langley/Aldergrove – Open dates, drop in any Sunday at 1 pm for a free square dance lesson - Impressions: 23,388, **229** clicks, Potential reach of 39,000—actual result: **9,533** or **24%**:

<https://www.facebook.com/423356377709725/posts/574719426206973>

Let's Dance V.I., Parksville – Jan. 23/18 round dance newcomer lesson (this campaign had a short run because the class reached capacity early) - Impressions: 6,731, **69** clicks, Potential reach of 11,000—actual result: **3,459** or **31%**:

<https://www.facebook.com/423356377709725/posts/568348356844080>

Promenaders, Saanich (Greater Victoria) – Free square dance lesson 1 pm Sat. Jan. 13/18 - Impressions: 21,052, **171** clicks, Potential reach of 43,000—actual result: **9,935** or **23%**:

<https://www.facebook.com/423356377709725/posts/564281433917439>

Rhythm Rounds, Vernon – 2-step lessons for new round dancers starting Jan. 14/18

2 ads

1) Coming 1 pm Sun. Jan. 14/18 - Impressions: 10,278, **160** clicks, Potential reach of 28,000—actual result: **5,802** or **21%**:

<https://www.facebook.com/423356377709725/posts/565025057176410>

2) Today at 1 pm, Jan. 14/18 (ad ran one day only) - Impressions: 3,923, **34** clicks, Potential reach of 28,000—actual result: **3,128** or **21%**:

<https://www.facebook.com/423356377709725/posts/565068987172017>

Salty Wheels, Salt Spring Island – Learn to square dance 7:30 pm Thursdays, open dates (ad ran up to Feb. 14) - Impressions: 11,408, **178** clicks, Potential reach of 5,500—actual result: **2,391** or **43%**:

<https://www.facebook.com/423356377709725/posts/580035395675376>

Sand Dollars, Parksville – Free Open House – Try square dancing, 7 pm Fri. Jan. 12/18 -

Impressions: 12,067, **127** clicks, Potential reach of 11,000—actual result: **4,503** or **41%**:

<https://www.facebook.com/423356377709725/posts/563856037293312>

Swinging Singles, Burnaby – New round dancer lessons starting Sun. Jan. 14/18

2 ads

1) Starting 5 pm January 14/18 - Impressions: 7,984, **182** clicks, Potential reach of 31,000—actual result: **5,287** or **17%**:

<https://www.facebook.com/423356377709725/posts/565154790496770>

2) Starting today at 5 pm (ad ran one day only) - Impressions: 5,025, **71** clicks, Potential reach of 31,000—actual result: **4,080** or **13%**:

<https://www.facebook.com/423356377709725/posts/565973840414865>

Town 'n' Country Dancers, Maple Ridge

2 ads

1) First free sq. dance lesson Feb. 7/18 - Impressions: 13,331, **187** clicks, Potential reach of 25,000—actual result: **6,394** or **26%**:

<https://www.facebook.com/423356377709725/posts/575760419436207>

2) Second & third free sq. dance lessons Feb. 14 & 21 - Impressions: 7,129, **73** clicks, Potential reach of 25,000—actual result: **3,829** or **15%**: *Note that this ad promoted taking your Valentine for a free dance lesson on Valentine's Day and was made timely with the addition of heart graphics:*

<https://www.facebook.com/423356377709725/posts/578150359197213>

Westsyde Squares, Central Okanagan (West Kelowna location) – Free introductory square dance lesson 7 pm Wed. Jan. 10/18

2 ads

1) Coming Jan. 10 version - Impressions: 14,537, **159** clicks, Potential reach of 60,000—actual result: **8,156** or **14%**:

<https://www.facebook.com/423356377709725/posts/563357440676505>

2) Tonight at 7:00 version (ad ran one day only) – Impressions: 6,544, **47** clicks, Potential reach of 60,000—actual result: **5,130** or **9%**:

<https://www.facebook.com/423356377709725/posts/564304207248495>

We're on the Right Track

Again, those 49 different paid Facebook ads have shown that we are engaging British Columbians in terms of recruiting and building awareness. Over the two campaigns, we accomplished having 184,935 people see one of our ads at least once. It's encouraging that 6,048 intentionally "clicked" to seek additional information, whether it was just curiosity or a sincere interest in learning one of our dance forms.

The many different interactions with people seeing our ads and posting comments have been tracked and documented; available to members upon request.

Even if people didn't post a comment, many were motivated to interact with our advertising through "likes, loves & shares" and especially when they clicked to learn more.

A Lower Mainland professional marketer named Shannon Peel (<https://www.shannonpeel.com>) has stated:

In today's world, we have the tools to connect on a scale that was considered science fiction when I was born, forty some odd years ago.

That comment is contained within a larger article that goes on to identify how people today are "cocooning." Individuals are isolating themselves from each other. That presents our dance forms with a great opportunity to re-connect people.

People are cloistered in their homes today, able to communicate through a wide array of social media tools or watch movies or YouTube videos often using expensive home entertainment systems. Even when many take to their cars, they stay in their cars to bank, order a coffee, purchase fast food or even to pick up groceries they've ordered online, using special parking spaces and requiring only a quick step into the store to grab their order.

Many shop now through internet services such as Amazon, keeping out of stores and malls in favour of receiving the goods in the mail. There's little human interaction.

Well, our dance forms offer a person the opposite. From a social standpoint, people need people and our recreation furnishes a great opportunity to socialize with others. Even if a person wants to "cocoon," their bodies still need exercise, and that's another area we serve by offering a mild to medium-level fitness activity. Our dance forms offer a person the chance to unravel their cocoon and get out into the world for some face-to-face human interaction. Perhaps we should adopt a slogan like "experience face-to-face fun!"

See Shannon's full article at the following link:

<https://shannonpeel.com.wordpress.com/2016/11/07/disconnected-in-a-connected-world/>

Free Promotion & Publicity

Twitter

Many of our clubs that are conducting new dancer sessions are supported additionally with messages on Twitter, called "tweets." That medium is valued for its ability to target specific cities through the use of "hashtags" and to add photos and web page links to messages.

Twitter has been particularly handy for on-going promotion of three member clubs that welcome new dancers the year around: Guys 'n Gals - Langley/Aldergrove, Century House Squares - New Westminster and Salty Wheels - Salt Spring Island.

Browse our two B.C. Federation Twitter pages at the following links:

<https://twitter.com/bcfedlive> (82 other Twitter pages “follow” this page)

The following Twitter page is being used largely as a bulletin board for B.C. Federation happenings:

<https://twitter.com/bcfeddancenews> (83 other Twitter pages “follow” this page)

Press Releases

The issue of press releases is another function served by SQUAREUPB.C. Some of those distributed in the last year have included the following:

Release to alert the Fraser Valley to our 2017 Festival in Surrey:

Parts of a SQUAREUPB.C. release were reproduced in the Langley Times newspaper June 27, 2017, in collaboration with the newspaper’s interview of co-chair Wendy Krueger. See it online at: <https://www.langleytimes.com/entertainment/square-dance-festival-hits-cloverdale-fairgrounds-next-week/>

Release about the Festival reproduced online June 29/17 by the Chilliwack news & info service “The Valley Voice.”

See the article entitled “Time for a little Cha Cha” at:

<https://www.thevalleyvoice.ca/Voice%20Stories/june%202017/time-for-a-little-cha-cha-fraser-vally-host-to-bc-square-dance-fest-july-6-8-2017.htm>

Release reproduced Sept. 23/17 in the Penticton Western newspaper in assistance to the R & R Rounders round dance club of Penticton as they launched their Fall 2017 season with an Open House:

<https://www.pentictonwesternnews.com/entertainment/unique-dance-style-introduced-at-open-house/>

Where to From Here?

Funding future Facebook advertising

The paid Facebook advertising is a powerful tool to influence the public to try our dance forms and to build general awareness of our recreation but it’s under-utilized in terms of the funding available.

Reviewing how many Facebook users saw our ad at least once in the recent campaigns, many results show that we’re accessing only about 20 per cent of the potential people in the selected geographic and demographic. We should be funding this much better.

Some clubs and associations have supplemented the SQUAREUPB.C. funding of their ad for greater impact. Ideally, we should be identifying additional dollars through fundraising efforts. Might clubs and associations consider conducting fundraising dances, even if only to boost their individual campaigns?

Also, special themed fundraising dances can result in success. Our member club in Williams Lake, the Stampede Whirlaways, conduct an annual “March Madness” dance where the club members bring pies to be auctioned off with great fun and, probably, considerable over-bidding. This year they raised \$1,365 for donation to the local Child Development Centre.

As an existing program of the B.C. Federation (with a good track record), our Facebook appeal might be eligible for funding by a B.C. gaming grant. Such grants are usually issued in support of existing programs.

Volunteer Support for the Facebook Campaigns

The greatest wish relative to the Facebook paid advertising campaign is that our membership “take ownership” of the initiative and provide support in many ways:

- Researching what clubs will conduct lessons in the fall or winter periods is a big task. It’s desired that the Delegates and Alternates in each region, who know their membership, assemble a list of each club with all the lesson details plus two phone and e-mail contacts for submission by Aug. 15 or Dec. 1 (winter campaign), depending when each club will conduct their lessons. An example of the type of detail desired can be seen on our internet promotional page at: <http://squaredancefun.squaredance.bc.ca/index.html#1001>
- During your ad campaign, designate a volunteer having a Facebook account to monitor your club’s Facebook ad for comments and respond accordingly. (Surrey Sq. Wheelers did that well last Fall.) A direct link can be provided to your specific club ad, beneath which any comments will appear and replies can be posted.
- Evaluate closely what it is exactly that you’re “selling” in marketing terms. Understand that marketing involves looking at the greater picture regarding what you have to sell. It considers the product or service (ours is a service) and its value to the consumer, the place it’s offered and the price-point at which you’re selling. The actual promoting or advertising is based upon those considerations. Consider the following:
 - You’re more likely to attract a potential new dancer to a “free introductory lesson” than an Open House. It tells him or her the benefit of attending.
 - People today are time-pressed. The offer of a condensed period of lessons will be more attractive and promotional than expressing the need for a long commitment.
 - Are you pricing your new dancer lessons high enough to imply a good value?
 - Are you proud of the building and physical location for the lessons such that a newcomer will feel comfortable attending?
 - Have you a clear understanding of the age demographic most likely to be attracted to your group and your lessons? Common age ranges are 35-44, 45-54, 55 to 64. Consider life stages and the leisure time that each group may have. Do you embrace singles, possibly accommodating them with a “singles board” to keep them dancing as often as possible? Also, when your lessons are short of male partners, encourage single women to consider learning the traditional “man’s position” in the square.

- A combined and co-ordinated effort at “media synergy” is important in advertising and promotion. It means that the images shown along with the text and phrasing exhibit a commonality across all your advertising/promotion “platforms.” It’s similar to how a brand logo appears universally to represent a company and its product or service. A prospective new dancer should see the same images online that will appear on a poster or in a newspaper ad. It’s said to have impact that’s greater than the sum of the parts. Collaborate with SQUAREUPB.C. regarding what’s available for your Facebook ad and what materials you have for your local campaign (contact: brian@squaredance.bc.ca).
- Few clubs have a dedicated web page specifically for new dancer prospects but you should. (Many clubs have no web page at all which, in this computer age, means they don’t exist.) If your club does have such a page, design it or re-design it to be as influential as possible with attention to “responsive design” for good display on mobile devices. You can show a good photo of the caller in action (well-framed, well-lit and ideally depicted holding a mike as if to be entertaining), capture one or more close-up photos of smiling dancers depicting the joy they experience on dance floor. Perhaps have your dancers in dressy casual attire so that a prospective newcomer can relate easier, thinking “that could be me having fun.” Also, provide a shot of the dance hall exterior, furnish a link to an online map or embed a map into your page. Such pages are useful in so very many ways when you recruit. Your poster can show a link to it, your paid Facebook ad can direct people to it when they click for more information, any other promotional literature, such as a press release, can direct the public to that page and if you have a Twitter page or utilize other social media you can show that web page as a source for more information. Note that special page addresses (called u.r.l.’s) can be too long for easy promotion. If our B.C. Federation is hosting your club’s web page, we can get you a shorter and more promotional address known as an alias or referral address. For example, WestsideDanceFun.info re-directs to the more cumbersome address: <http://westsyde.squaredance.bc.ca/newdancers.html>. Our Federation’s webmaster, Frank McNeil, can help you acquire an alias—or a web page for your club, period: fmcneil@shaw.ca) For purposes of the Facebook advertising, where a club doesn’t have a dedicated web page for newcomers, interested parties are directed to the specific SQUAREUPB.C. promotion page listing (for a given club) at www.SquareDanceFun.info

Funding New Initiatives Relative to Festival 2019, Salmon Arm

We have another B.C. Festival taking place in Salmon Arm in 2019. We need to consider funding advertising in that region not just to attract spectators but also to raise awareness of our recreation among those resident in the city and nearby communities and those just passing through in July as tourists or travelers.

The following elements need to be explored now in advance of the Festival:

Contacting the Festival from Outside B.C.

Do we want to expand the range of the toll-free INFOLINE in order to accept calls relative to Festival 2019 from outside B.C.? It might be helpful as well in 2020 when the National Convention comes to Surrey. Cost would have to be explored.

Paid Media Advertising

- **Local radio advertising** leading up to and during the Festival might include live reports from the Festival site. Radio advertising was purchased in Salmon Arm for our 1999 Festival and for Festival 2005 in Abbotsford. Both those campaigns included ads in advance of the event then live reports once it was underway. Also, commercial television advertising was purchased for Festival 2009 in Vernon, again with a goal to attract spectators but also to raise awareness of our recreation, effectively “educating” the public even if they didn’t attend the event. There’s one commercial radio station in Salmon Arm known as “EZ Rock:” <http://www.iheartradio.ca/ez-rock/ez-rock-salmon-arm> It’s unknown at this time, but the radio station might maintain satellite stations in Golden and Revelstoke which could be a bonus. Cost estimate: \$2000 to \$3000.
- **Local newspaper advertising.** A couple dominant newspapers in Salmon Arm are the Salmon Arm Observer (<https://www.saobserver.net>) and the Lakeshore News (<http://lakeshorenews.bc.ca>). Display advertisements could announce the coming of the Festival and invite spectators, showing a web page link for more information (<http://bcfestival2019.com>). Cost estimate: \$2000.
- **Targeted Facebook advertising.** We know from the SQUAREUPB.C. paid Facebook ads in promotion of Festival 2017 in Surrey that we had 22,513 ads for the event flash multiple times on Facebook screens within a radius 16 miles from Surrey and, of those, 16,772 Facebook users saw the ad at least once. Most importantly, 14,655 persons engaged with Festival information either through the posted article or otherwise. Those ads appeared in a confined geographic area at a cost of about \$360 (sample of one of three actual ads used, via Facebook: <https://www.facebook.com/423356377709725/posts/484965038515746>). It would be a broader approach for Festival 2019 utilizing both local & regional Facebook advertising. The local approach would be to target those living in & travelling through Salmon Arm but the regional would target only Facebook users in other cities who are travelling (not resident--i.e. tourists passing through or planning to route through Salmon Arm). The cities in the regional category could include Golden, Revelstoke, Vernon, Merritt and Kamloops. The intent is to both educate people transient in the region about our recreation and there’s a good possibility that they’ll travel through Salmon Arm and could drop into the Festival as a spectator. Cost estimate: \$1,500.

Promotional Materials Acquisition

Our Festivals provide an excellent opportunity to obtain promotional materials that can be used for future advertising and promotions. Here are a couple of opportunities to explore:

Professional photography – We need high quality photographs (good lighting, framing, content, picture resolution) not only to promote future festivals but to promote all the dance forms being presented at the event. Apart from having a professional photographer shoot candid and posed shots of the dancing and dancers, all of which we would acquire, the photographer could be permitted to sell photos to the dancers as souvenirs. The year that we held a Festival in Duncan, a professional photographer was engaged. He did a wonderful job from getting a posed shot of all the dancers outside the arena beneath a huge hockey stick to a candid shot of dancers in a crosswalk waving at the camera (similar to a famous shot on a Beatles album cover). Cost estimate: \$1000.

Professional video

We do have some professional footage of dancing at Festival 2009 in Vernon. The local commercial television station, now Global Okanagan based in Kelowna, was contracted to do that for a fee. Square, round and clog dancing was captured. Although that's available, camera technology has advanced considerably since that time. It would be valuable to acquire fresh footage in high resolution. Engaging the Kelowna tv station might be the best approach again. Cost estimate: \$1000 to \$2000. There's a possible win/win opportunity if the tv station could shoot the video at the Festival during the day on Thursday or Friday then use excerpts on their one hour 5 pm newscast. That should lower the cost.

Proclamation

Thanks in recent years to the dedication of Federation President and Chairman, Ken Crisp, we've enjoyed access to a B.C. Government "Proclamation of Square and Round Dance Awareness Week" (3rd week in Sept.).

Last Fall our provincial legislature was busy adjusting to a change in governance. Unfortunately, a proclamation was eventually issued but not in timely fashion to be useful. See that proclamation online at:

<http://www.bclaws.ca/civix/document/id/proclamations/proclamations/SqRndDanceAwk2017>

This publicity tool is under-utilized by our membership yet it helps to recognize our dance week as an important period on B.C.'s event calendar (and a valuable recreation for British Columbians).

We expect to receive another proclamation, so plan now for your club or association to conduct something in celebration of the week, whether it's a dance display, press release or photo opportunity for the media. Also consider showing it on your personal or club Facebook page, club web site or perhaps "tweet" about it on Twitter! Awareness Week in 2018 should be September 16 to 22.

An excellent example of how media outlets might respond to your issuance of a press release about Awareness Week is that done in Sept. 2015 by the Westsyde Squares of the Central Okanagan. Their submission of a press release to all their area media outlets resulted in exposure on Kelowna's news and information web site "Kelowna Now dot Com." The article is still posted online and available for viewing at:

https://www.kelownanow.com/watercooler/news/news/West_Kelowna/15/09/12/Square_and_Round_Dance_Awareness_Week_Kicks_Off_in_West_Kelowna/

Your B.C. Federation will distribute the next proclamation but you can also monitor the government's web page that posts them at the following link:

<http://www.bclaws.ca/civix/document/id/proclamations/proclamations/2018procs>

Explore Research About Our Recreation

It's been said that "change is the only constant." Due to societal changes, technological changes and workplace changes--to name a few elements--what we did in 1975 to attract new dancers to our recreation and retain them is a challenge in 2018.

Although internet research can help, it's hard to explore how we can adapt our dance forms to better attract and retain newcomers. There's one helpful document that's posted on our Dance Connection web site. It's a transcript from the marketing seminar presentation at our 2005 Festival in Abbotsford.

It details the professional research by Callerlab, completed in 2000, regarding the decreasing participation in our recreation. Head researcher Jim Hensley presented valuable information that helps guide us now in the 21st Century. See it online at:

<http://www.squaredance.bc.ca/jim-hensley-marketing-seminar>

One of the strongest recommendations from that research was that we re-position square dancing (in the marketplace) as a fitness activity.

The report told of the hesitancy of people today to commit to long periods of learning to dance. Perhaps we need to "branch out" and offer square dancing in its simple traditional form with less learning and more fun.

There's a U.S.-based dance movement called "Dare to be Square" that's appealing particularly to young adults. The dancing is notably elemental by our modern square dance standards and done to music by a live fiddle/banjo/guitar/bass band. A three day Festival took place in Vancouver in 2015.

The following 8 ½ minute YouTube video from 2013 serves to present a good overview of the movement back to the hoedown: <https://www.youtube.com/watch?v=RP5WjL8G8Kc&t=320s>

***Free Promotional Literature Available
as a B.C. Federation Member***

The Federation now 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 can be found as a printable PDF-format document at: <http://betterhealth.squaredance.bc.ca>

More recently, the Federation's Revitalization Committee has designed and produced a more generic tri-fold brochure and a rack card to help in your recruitment. Entitled "Today's Square Dancing, You'll Be Surprised," a space on each is provided preferably to apply labels with your local contact information.

The "rack card" 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.

Quantities of this material are available for free through Dennis Sutton of Sidney, B.C. Samples are available. Contact him at: dsutton9@telus.net or phone: 250-652-9271.

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 then print it. One version is entitled “Group Hug – You’ll be Surprised” and it matches the tri-fold brochure to create a “media synergy.” The other identifies “Today’s Square Dancing” and pictures leg silhouettes.” Web link to the posters:
<http://www.squaredance.bc.ca/posters-2>

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. The province-wide phone number was re-directs to the home of volunteer receptionists Brian Elmer and his wife, Rosalyn Garnett in West Kelowna.

Be sure to include the INFOLINE number in distribution of your event notices and lesson literature. Particularly do so when several different clubs are involved in a promotion and no single telephone number will serve as an information centre without some inquiries incurring toll-charges.

Don’t forget to keep your Federation’s INFOLINE volunteer receptionists up-to-date regarding your events. E-mail information to: dancinglikethestars@gmail.com.

See the Federation's web page at: SquareDance.bc.ca.

In your promotions, remember to tell of the 10-minute promotional video, aimed at Baby Boomers, called “Dancing Keeps You Young.” Send people to it online at:
DancingKeepsYouYoung.ca or DancingKeepsYouYoung.com

At the time of this report, our video has been viewed no less than 13,011 times, up from 11,508 times in July of 2017. The feature was originally posted in July of 2010.

Also consider showing in your advertising/promotion/publicity our promotional “landing page,” 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.

Many travelling dancers are turning to WheresTheDance.com to find dance events. In separate sections, it will list both your club’s regular lesson night and your special dance events for which you’ve probably generated posters. Consider submitting your events to this US-based free online listings service. Contact them by e-mail at: info@wheresthedance.com.

Remember our social media pages and get involved at:

[Facebook.com/BCSquareAndRoundDanceFederation](https://www.facebook.com/BCSquareAndRoundDanceFederation)
 and [Twitter.com/BCFedLive](https://twitter.com/BCFedLive) and [Twitter.com/BCFedDanceNews](https://twitter.com/BCFedDanceNews)

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

If you have marketing training or are just interested in professional-style marketing of our great recreation, your volunteer assistance will be very welcome. SQUAREUPB.C. was intended to be a team effort. Just call or e-mail to join in.

This concludes the SQUAREUPB.C. report to the Board of Directors Meeting.

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