

SQUAREUPB.C. Report

to the Board of Directors Meeting

of the B.C. Square & Round Dance Federation, Victoria – March 30, 2019

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

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. Importantly, though, we must adapt each dance form to meet the needs and wants of people in the 21st Century. After such adaptation, we have to let people know about the dance forms, their benefits and their availability.

Summary of Key Content

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Marketing Tools

Our B.C. Federation and the SQUAREUPB.C. marketing initiative maintain several “tools” to advance our great recreation:

- The Federation web site known as “The Dance Connection:” SquareDance.bc.ca
- Toll-free Dance INFOLINE – 1-800-335-9433
- The 10 minute “Dancing Keeps You Young” promotional video on YouTube: DancingKeepsYouYoung.ca (or .com) This video has now achieved 14,432 views since its original launch in July, 2010. That's up from 13,443 views last summer.
- The promotional “landing page” at SquareDanceFun.info which is a list of all our member clubs that conduct beginner dance lessons, including rounds and clogging. Facebook users are sent there when they “click” on one of our paid ads.
- Social media pages:
 - Facebook – now having achieved 529 “follows” and 517 “likes,” up from 458 and 456 respectively a year ago: www.Facebook.com/BCSquareAndRoundDanceFederation
 - Twitter:
twitter.com/bcfeDDancENews – now with 93 “followers”
and
twitter.com/bcfedlive– now with 87 “followers”

Promotional Assistance to B.C. Festival 2019, Salmon Arm

Assistance is being given the B.C. Festival 2019 committee, particularly with regard to the social media outreach. Stay up to date regarding Festival planning on the following social media pages:

- [Facebook.com/BCFestival2019](https://www.facebook.com/BCFestival2019)
- [Twitter.com/BCFestival2019](https://twitter.com/BCFestival2019)

Furthermore, cross-promotions are appearing on the B.C. Federation's own social media pages, directing those who follow them to any new posts on the Festival pages.

Also see the Festival's web page which is constantly being updated: BCFestival2019.com

Square & Round Dance Awareness Proclamation

Our Federation was successful in acquiring yet another proclamation from the Government of British Columbia identifying Square & Round Dance Awareness Week.

The 2018 Proclamation declaring the week of September 16 to 22 can be seen on the government's "B.C. Laws" web page at the following link:

<http://www.bclaws.ca/civix/document/id/proclamations/proclamations/SqrRndDncAwk2018>

Most important is that our dance clubs and associations utilize these proclamations in their Fall promotions, especially when accessing press coverage.

There's a plan to acquire a Proclamation for the 2019 Awareness Week which should be September 15 to 21 (usually the third week in Sept.).

Assistance in Marketing Efforts

Any member club or association in the B.C. Square & Round Dance Federation is eligible to receive assistance in their marketing endeavours. In example, such assistance was furnished this dance season as follows:

Summer & Fall, 2018 & Winter 2019

Whenever time allows, the B.C. Federation's Twitter and Facebook pages are utilized to reach out into the community about lessons or special events presented by our members.

Examples:

- Twitter - New round dancer lessons in February at Swinging Singles, Burnaby:
<https://twitter.com/bcfedlive/status/1090527362117070849>
- Facebook – A Central Okanagan clogging workshop & dance back in June of 2018:
<https://www.facebook.com/BCSquareAndRoundDanceFederation/posts/1892806450764703>

January, 2019

The Okanagan Square & Round Dance Assn. raised awareness of Contra Dancing at an introductory session. Among the promotional elements provided in assistance was a community calendar event posting on the Central Okanagan's online news and community information web site "Kelowna Now." See a sample listing at:

https://www.kelownanow.com/events/events/Dances/19/01/26/38928/Discover_Contra_Dancing?date=1548489600#fs_72511

Jan/Feb/March 2019

Supplied by e-mail attachment several promotional photos to a dance volunteer in Vernon for the purpose of promoting square dancing during the Vernon Winter Carnival, February 1 to 10, 2019.

Jan. 31, 2019

Composed promotional text and supplied photos to the R & R Rounders round dance club in Penticton. Either online, print or both, the club is taking advantage of an opportunity to tell of their annual program at the Penticton Drop-In Centre on South Main Street.

March, 2019

One of three fundraisers for the Okanagan Square & Round Dance Assn. is their annual "Spring Fling" event in March. A media release was issued to raise community awareness that met with success in both a Vernon newspaper and an online news and information web site called "Castanet." It was also an opportunity to inform the public of B.C. Festival 2019 in Salmon Arm, July 11-13 and welcome volunteer support. Link to the article:

<https://www.castanet.net/edition/news-story-251424-2-.htm>

Concerns About Marketing Strategies or the Lack Thereof

Very real concerns are surfacing relative to paid advertising with regard to the lack of club marketing strategies. Marketing demands that our service of dance instruction first considers the nature of the lessons, the time and place they're presented and the price.

It is only after identifying those elements that demographic and geographic targets can be set and advertising launched. Advertising, especially paid, cannot be a magic fix to influencing people toward something they don't want or need. It's also not going to attract people where their participation is simply impossible.

For instance, there's a mis-match between the desired demographic wanted as a new dancer and the lesson structure. An example would be targeting working people but scheduling the lessons on a work night to end long after many should be home in bed.

For today's workers, bankers' hours are a rarity. Probably exacerbated by the computer age, many workers start their day very early. A person who starts at 6 am probably rises at 4:30 am and should be in bed by 8:30 pm the night before.

Workers at fast food outlets offering breakfast and those at coffee houses are starting at 5:30 am or earlier in many cases.

Furthermore, 25 to 30 two-hour lessons to learn to square or round dance are a very "hard sell" in the 21st Century where life is faster and there's a trend toward instant gratification.

Our Associations and the B.C. Federation need to lead in the discussion about adapting our dance forms for the 21st Century.

Paid Facebook Advertising Strategy

An extraordinary commitment of time and effort by the SQUAREUPB.C. marketing initiative over 2018 & 2019 has been toward the research, design and launch of paid Facebook advertising in support of member clubs and Associations.

This dance season there have been 58 separate ads shown in their relevant cities around the province within two campaigns. The ads were exclusively for member clubs or associations conducting new dancer sessions in square, round or clog dancing.

Once a given ad is launched, the club to which it relates is notified by e-mail and furnished with links to the ad and a special "sharing link" wherein it can be more broadly distributed at no extra cost.

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, which some member clubs and associations have done.

In actual fact, our purchase of Facebook advertising includes exposure on the Instagram platform but it is a much smaller part of the campaigns, so the concentration in reporting will be upon Facebook.

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. Several of our clubs did take time to report when they noticed that the advertising on Facebook was producing notable results.

Our strategy to utilize Facebook for the purchase of advertising is motivated by the fact that few, if any, other paid advertising avenues give us such a chance to interact with our potential customers. Facebook is powerful.

The essence of our advertising effort is to influence people to try one or more of our dance forms. That's not to mention the broader purpose of building awareness and trying to improve our image.

Facebook furnishes us with analytics (calculations) that show how many thousands of Facebook users were exposed to our advertising in terms of "reach" and how many of them "clicked" seeking lesson details.

We can place the advertising with careful attention to geographics and demographics. Statistics are available to us that show how men & women in various age ranges are responding to our ads.

Most valuable is Facebook's ability to interact with new dancer prospects--potential customers--relative to the paid Facebook advertising program under the SQUAREUPB.C. marketing initiative.

Upon seeing one our ads, a Facebook user can like, love, share or comment and many do.

When a user asks a question, SQUAREUPB.C. responds on behalf of the dance club in question.

Having a list of all new dance lesson offerings, SQUAREUPB.C. can direct a new dancer prospect elsewhere if a day, time or location doesn't suit them.

Few, if any, other paid advertising avenues give us such a chance to interact with our potential customers. Facebook is effective for the following reasons:

- Advertising that reaches the chosen geographic & demographic targets
- Interaction with potential new dancers
- The ability to evaluate the advertising, given the funding invested

Paid Facebook Advertising Results for 2018/2019

Notable in the Fall 2018 campaign was the extraordinary interest in clog dancing. We have two member clubs in the Okanagan Valley ([OkanaganCloggin](#) & [Got2BCloggin](#)) and the Facebook advertisements for both were very well received. It so happened that video footage was available of cloggers enjoying a June 15-17 event in West Kelowna. It was edited into a 50 sec. sequence.

Below is a breakdown of the essential statistics for all the paid Facebook advertising according to the campaign period:

The "analytics" for our Fall 2018 & Winter 2019 campaigns combined show that:

- 553,924 Facebook users had an ad appear on their screens, including multiple times (called "impressions")
- 137,288 Facebook users saw an ad at least once (called "reach")
- 6,618 of those intentionally "clicked" to seek additional information about the lesson offering

Facebook Fall Campaign details: 46 different ads launched Sept. to Nov. 2018

Grand totals:

- 419,024 impressions (total no. of times the ads were shown on Facebook pages, including multiple times)
- 96,688 reach (total no. of times each was seen at least once by a Facebook user)
- 4,763 Facebook users clicked seeking more information about lessons

Facebook Winter Campaign details: 12 different ads launched Jan. & Feb. 2019

Grand totals:

- 134,900 impressions (total no. of times the ads were shown on Facebook pages, including multiple times)
- 40,600 reach (total no. of times each ad was seen at least once by a Facebook user)
- 1,855 Facebook users clicked seeking more information about lessons

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 of the 46 Fall 2018 campaign ads, using the active internet links provided below. Information about the Winter 2019 can be furnished upon request.

The approved budget at the 2018 AGM in Penticton for this SQUAREUPB.C. program was \$7,500. The intent was 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 will probably request that you open one but you should see the notation "not now." Clicking on that should allow you to see the material, possibly with a little obstruction.

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

Fall 2018 Club and Association ads, in alphabetical order –

Century House Squares, New Westminster – Monday afternoon square dance club

2 ads

- 1) Promotion of new square dancer lessons Mondays at noon - Impressions: 1,865, **47** clicks, Potential reach of 6,900 - actual result: **1,015** or only approx. **15%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/246941679310273>

- 2) Additional promotion of new square dancer lessons Mondays at noon - Impressions: 3,705, **67** clicks, Potential reach of 6,800 - actual result: **1,530** or only approx. **23%** due to low funding.

2nd ad: <https://www.facebook.com/423356377709725/posts/290163488255850>

Country Cousins, Victoria square & round dance club

2 ads

This club supplemented their campaign with substantial club funding and benefitted from additional funds from the Victoria & Dist. Caller Teacher Assn.

The "landing page" to which those influenced by the ad were sent was a special club web page at:

<https://www.ccsquaredancevictoria.ca>

- 1) Promotion of free square dance lessons in Saanich 7:30 pm Sun. Sept. 16 & 23 - Impressions: 37,821, **469** clicks, Potential reach of 55,000 - actual result: **13,808** or **25%**, probably resulting from establishing too broad a target region.

1st ad: <https://www.facebook.com/423356377709725/posts/984481925085520>

- 2) Continued promotion over a 2nd week of a free square dance lesson on Sun. Sept. 23 in Saanich 7:30 pm - Impressions: 35,728, **301** clicks, Potential reach of 55,000 - actual result: **11,772** or about **21%**, probably resulting from too broad a geographic target.

2nd ad: <https://www.facebook.com/423356377709725/posts/248792682490780>

Dance A Rounds, Victoria round dance club dancing Tuesday evenings

Additional supplemental funding came from the Victoria & Dist. Caller Teacher Assn.

Promotion of round dance lesson startup welcoming newcomers Sept. 25 & Oct. 2. Impressions: 17,329, **137** clicks, Potential reach of 14,000 - actual result: **5,196** or only approx. **37%** due to low funding.

<https://www.facebook.com/423356377709725/posts/272771760236812>

Frontier Twirlers, Victoria square & round dance club (dancing in Colwood)

Additional supplemental funding came from the Victoria & Dist. Caller Teacher Assn.

2 ads

1) Promotion of the free Open House introducing square dancing at 7 pm Sat. Sept. 15/18

Impressions: 8,038, **64** clicks, Potential reach of 18,000 - actual result: **3,789** or only approx. **21%** due to low funding.

<https://www.facebook.com/423356377709725/posts/1105773632905126>

2) Promotion of free introductory Thurs. evening square dance lessons on Sept. 20 & 27, 2018. Impressions: 9,950, **72** clicks, Potential reach of 24,000 - actual result: **4,575** or only approx. **19%** due to low funding.

<https://www.facebook.com/423356377709725/posts/279270006024417>

Got 2 B Cloggin clog dance club, Vernon branch

Promotion of 6 pm Monday beginner clog dance lessons in Vernon.

Impressions: 5,774, **163** clicks, Potential reach of 8,800 - actual result: **2,628** or only approx. **30%** due to low funding.

<https://www.facebook.com/423356377709725/posts/236873677182583>

Guys 'n Gals, Aldergrove/Langley square & round dance club – Dancing Sunday afternoons. These ads promoted both dance styles in each creative approach.

2 ads

1) Promotion of Sun. Sept. 30 startup of square & round dance lessons - Impressions: 2,684, **40** clicks, Potential reach of 21,000 - actual result: **1,861** or only approx. **9%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/253407282028230>

2) Continued promotion of Sun. afternoon new square & round dancer lessons, encouraging Sun. Oct. 14 participation - Impressions: 7,453, **78** clicks, Potential reach of 21,000 - actual result: **3,192** or only approx. **15%** due to low funding.

2nd ad: <https://www.facebook.com/423356377709725/posts/2319468828289026>

Mile Zero Grand Squares, Dawson Creek square & round dance club

Promotion of first free lesson, 7 pm Thursdays. Impressions: 10,449, **92** clicks, Potential reach of 4,300 - actual result: **2,529** or only approx. **59%** due to low funding.

<https://www.facebook.com/423356377709725/posts/1408681359234428>

Northern Twisters, Prince George square & round dance club

Promotion of new square dancer lessons Mondays at 7 pm starting with a free session Sept. 10/18.

Impressions: 9,673, **108** clicks, Potential reach of 7,800 - actual result: **2,933** or only approx. **38%** due to low funding.

<https://www.facebook.com/423356377709725/posts/452466028577458>

Ocean Waves, Courtenay square & round dance club

Promotion of a free introductory square dance lesson Monday Sept. 17 at 7 pm.

Impressions: 7,344, **85** clicks, Potential reach of 4,400 - actual result: **1,883** or only approx. **43%** due to low funding.

<https://www.facebook.com/423356377709725/posts/257708294949242>

Okanagan Cloggin, Kelowna & West Kelowna clog dance club

Promotion of two free introductory clog dance lessons over 3 dates at different locations in Kelowna and West Kelowna.

Impressions: 7,903, **325** clicks, Potential reach of 24,000 - actual result: **3,966** or only approx. **17%** due to low funding.

<https://www.facebook.com/423356377709725/posts/227608334772906>

Penticton Squares – square & round dance club

2 ads

1) Promotion of an Open House square dance 7 pm Tues. Sept. 25/18 - Impressions: 5,759, **83** clicks, Potential reach of 9,100 - actual result: **2,408** or only **26%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/232383220960623>

2) Promoting the start of 10 square dance lessons 6 pm Tues. Oct. 9/18 - Impressions: 14,839, **123** clicks, Potential reach of 9,100—actual result: **3,309** or only approx. **30%** due to low funding. 2nd ad:

<https://www.facebook.com/423356377709725/posts/964385560411334>

Promenaders, Victoria square & round dance club

Additional supplemental funding came from the Victoria & Dist. Caller Teacher Assn.

2 ads

1) Promotion of upcoming free 1 pm Saturday afternoon new square dancer lessons on Sept. 15 & 22. Impressions: 1,355, **21** clicks, Potential reach of 15,000 - actual result: **1,195** or only about **8%**.

<https://www.facebook.com/423356377709725/posts/338678920210398>

2) Promotion of the 2nd & final free new square dancer lesson at 1 pm Sat. Sept. 22/18.

Impressions: 15,107, **98** clicks, Potential reach of 15,000 - actual result: **5,862** or only **39%** due to low funding.

<https://www.facebook.com/423356377709725/posts/248206899082808>

Rainbow Rounders, Victoria round dance club – dancing Wednesday evenings.

Additional supplemental funding came from the Victoria & Dist. Caller Teacher Assn.

2 ads

1) September lessons in two-step & waltz starting Wed. Sept. 19/18 - Impressions: 1,210, **172** clicks, Potential reach of 75,000—actual result: **8,292** or only **11%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/264406344185812>

2) September lessons in two-step & waltz continuing Wed. Sept. 26/18 - Impressions: 8,343, **77** clicks, Potential reach of 75,000—actual result: **2,808** or only approx. **4%** due to low funding. 2nd ad:

<https://www.facebook.com/423356377709725/posts/265867237373056>

R & R Rounders, Penticton round dance club – dancing Sunday afternoons

Promotion of round dance lesson startup Sept. 30 with extended newcomer welcome through Oct. 28.

Impressions: 6,152, **73** clicks, Potential reach of 5,800 - actual result: **2,027** or only approx. **35%** due to low funding.

<https://www.facebook.com/423356377709725/posts/240939033435524>

Rhythm Rounds, Vernon round dance club – dancing Sunday afternoons

Promotion of round dance lesson startup 1 pm Sun. Sept. 30. Impressions: 8,797, **108** clicks, Potential reach of 11,000 - actual result: **2,771** or only approx. **25%** due to low funding.

<https://www.facebook.com/423356377709725/posts/743814962623299>

Ripple Rockets, Campbell River square & round dance club

Promotion of free introductory new square dancer lessons Mondays at 7 pm Sept. 10 & 17/18. Impressions: 9,372, **79** clicks, Potential reach of 4,800 - actual result: **2,233** or only approx. **47%** due to low funding.

<https://www.facebook.com/423356377709725/posts/234221044111092>

Salmon Arm Squares, Salmon Arm square & round dance club

Promotion of 7:30 pm Wednesday free introductory square dance lessons on Sept. 19 & 26, 2018.

Impressions: 10,740, **84** clicks, Potential reach of 2,800 - actual result: **1,579** or only approx. **56%** due to low funding.

<https://www.facebook.com/423356377709725/posts/1159583554204253>

Salty Wheels, Salt Spring Island – Square dance club offering Thursday evening lessons

Additional supplemental funding came from the Victoria & Dist. Caller Teacher Assn.

Promotion of first free lesson. Impressions: 10,946, **99** clicks, Potential reach of 4,100 - actual result: **2,038** or only approx. **50%** due to low funding.

<https://www.facebook.com/423356377709725/posts/242540969769239>

Sand Dollars, Oceanside (Parksville) square & round dance club

Promotion of a free 7 pm Sunday lesson in Coombs introducing square dancing.

Impressions: 8,070, **45** clicks, Potential reach of 4,700 - actual result: **1,837** or only approx. **39%** due to low funding.

<https://www.facebook.com/423356377709725/posts/2163285660561879>

Stampede Whirlaways, Williams Lake – Square & round dance club.

Promotion of Tuesday evening square dance lessons, free on Sept. 25 then by registration from Oct. 2, 2018
Impressions: 12,772, **79** clicks, Potential reach of 5,400 - actual result: **2,622** or only approx. **49%** due to low funding.

<https://www.facebook.com/423356377709725/posts/2170550319890019>

Star Country Squares, Vernon square & round dance club

2 ads

1) Promotion of a free Open House introducing square dancing at 7pm Thurs. Sept. 13, 2018. Impressions: 2,285, **29** clicks, Potential reach of 6,900 - actual result: **1,621** or only approx. **23%** due to low funding.

<https://www.facebook.com/423356377709725/posts/256382538550979>

2) Promotion of the startup of regular 6:30 to 8 pm Thurs. square dance lessons Sept. 20.

Impressions: 7,541, **69** clicks, Potential reach of 6,900 - actual result: **2,869** or only approx. **42%** due to low funding.

<https://www.facebook.com/423356377709725/posts/2360738200668127>

Star Dusters, Powell River – Square & round dance club.

This club supplemented their campaign with some additional funding.

2 ads

1) Promotion of a free Open House introducing square dancing at 7pm Tues. Sept. 25, 2018.

Impressions: 5,264, **54** clicks, Potential reach of 4,200 - actual result: **1,529** or only approx. **36%** due to low funding.

<https://www.facebook.com/423356377709725/posts/312494842664055>

2) Promotion of the startup of regular square dance lessons, 7 pm Tues. Oct. 2, 2018

Impressions: 8,641, **49** clicks, Potential reach of 4,200 - actual result: **1,774** or only approx. **42%** due to low funding.

<https://www.facebook.com/423356377709725/posts/2451303775096220>

Surrey Square Wheelers, Surrey (dancing in Langley) – Square & round dance club.

Promotion of square dance lessons 7:30 pm Wednesdays, starting Sept. 26 & Oct. 3, 2018.

Impressions: 8,762, **174** clicks, Potential reach of 30,000 - actual result: **4,140** or only approx. **14%** due to low funding.

<https://www.facebook.com/423356377709725/posts/253172265392878>

Swinging Singles, Burnaby square & round dance club

Promotion of a free square dance lesson at 7 pm Tues. Sept. 25, 2018 with mention of regular lessons starting Oct. 2. Impressions: 7,426, **145** clicks, Potential reach of 18,000 - actual result: **3,366** or only approx. **19%** due to low funding.

<https://www.facebook.com/423356377709725/posts/2114995068817521>

Ta'Lana Twirlers, Blind Bay (near Salmon Arm) – square & round dance club

2 ads

1) Promotion of an Open House square dance & pot luck Mon. Oct. 1/18 - Impressions: 3,387, **21** clicks, Potential reach of 2,200 - actual result: **1,032** or only **47%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/2108678602496607>

2) Promoting the 1st of 2 free square dance lessons starting Mon. Oct. 29/18 - Impressions: 4,940, **64** clicks, Potential reach of 5,400—actual result: **1,646** or only approx. **30%** due to low funding. 2nd ad:

<https://www.facebook.com/423356377709725/posts/331195554357377>

Thompson Valley Stars, Kamloops square & round dance club.

Promotion of square dance lessons for beginners on Thursdays at 7pm starting Sept. 20, 2018. Impressions: 4,403, **59** clicks, Potential reach of 12,000 - actual result: **2,338** or only approx. **19%** due to low funding

<https://www.facebook.com/423356377709725/posts/286151385320296>

Thompson Valley Stars, Kamloops square & round dance club.

Promotion of round dance lessons for beginners on Tuesdays at 7pm with newcomers welcome Sept. 18 & 25, 2018. Impressions: 3,508, **90** clicks, Potential reach of 7,900 - actual result: **1,583** or only approx. **20%** due to low funding

<https://www.facebook.com/423356377709725/posts/459814627844227>

Travelling Squares & Amalgam-Eighters, Nanaimo – Square & round dance clubs.

2 ads

1) Promotion of one of two free Open Houses presented by each of two clubs. Volunteer time restrictions limited Facebook exposure for the two events to that of the Travelling Squares. Invitation to try square dancing 7 pm Fri. Sept. 21/18 in Lantzville - Impressions: 8,345, **98** clicks, Potential reach of 24,000 - actual result: **3,970** or only **17%** due to low funding.

1st ad: <https://www.facebook.com/423356377709725/posts/304264633688242>

2) Promoting the start of regular square dance lessons 7 pm Wed. Sept. 26/18 - Impressions: 10,971, **111** clicks, Potential reach of 24,000—actual result: **4,666** or only approx. **19%** due to low funding.

2nd ad: <https://www.facebook.com/423356377709725/posts/572147176569609>

T.W. Twirlers, Surrey square & round dance club

Promotion of introductory square dance lessons Mondays at 6pm Sept. 10 & 17.

Impressions: 8,578, **231** clicks, Potential reach of 140,000 - actual result: **5,688** or only **4%** due to low funding.

<https://www.facebook.com/423356377709725/posts/247140289325919>

Wesburn Wranglers, Burnaby pre-teen & teen club – Lessons starting Oct. 14/18. Funding supplemented by the club.

3 ads

1) October square dance lessons starting Sun. Oct. 14/18 – 15 sec. ad highly targeted to parents aged 35 to 48 within a 4 mile radius of the dance hall. Impressions: 7,404, **58** clicks, Potential reach of about 1,000—actual result: **1,606** or **160%** but target group considered too small.

1st ad: <https://www.facebook.com/423356377709725/posts/715258878852271>

2) October square dance lessons continuing from Sun. Oct. 14/18 – 15 sec. ad highly targeted to parents aged 35 to 50 with an expanded geographic range to include Burnaby, New Westminster & Vancouver - Impressions: 5,620, **28** clicks, Potential reach of about 1,000—actual result: **1,452** or approx. **145%** but target group still considered too small.

. 2nd ad: <https://www.facebook.com/423356377709725/posts/240368973305650>

3) October square dance lessons continuing – Shorter ad of 6 seconds - Stronger accent on pre-teens and highly targeted to parents aged 35 to 50 with an expanded geographic range to include Burnaby, New Westminster & Vancouver. Impressions: 4,335, **2** clicks, Potential reach of about 1,000—actual result: **877** or **88%**.

3rd ad: <https://www.facebook.com/423356377709725/posts/433121403886579>

Westsyde Squares, West Kelowna square & round dance club

2 ads

1) Promotion of a free introductory square dance lesson “bring a friend” night, 6:00 Wed. Sept. 12/18. Impressions: 2,643, **40** clicks, Potential reach of 16,000 - actual result: **1,577** or only approx. **10%** due to low funding

<https://www.facebook.com/423356377709725/posts/328754847894168>

2) Promotion of the first regular square dance lesson on Wed. Sept. 19/18. Impressions: 5,749, **78** clicks, Potential reach of 16,000 - actual result: **2,845** or only approx. **18%** due to low funding.

<https://www.facebook.com/423356377709725/posts/237720950250380>

Wheeling 8's, Surrey handicapable square & round dance club

Promotion of 6:30 pm Thursday square dance lessons, any date from Sept. 6 to Oct. 25/18.

Impressions: 12,668, **160** clicks, Potential reach of 190,000 (broad Lower Mainland appeal) - actual result: **8,102** or only approx. **4%** due to low funding and affected by the broad reach.

<https://www.facebook.com/423356377709725/posts/320627165151337>

Winter 2019 Club Facebook Ads

Details on 16 paid Facebook ads that ran in early 2019 can be furnished upon request to dancinglikethestars@gmail.com.

The participating clubs included some such as the Chilliwack Rhythm Reelers which finds that a January start-up of square dance lessons has shown a better response than the fall.

Also, the Abbotsford Grand Squares was given an extra boost for their Winter 2019 start-up due to challenges launching their ad in the Fall of 2018.

The Swinging Singles club of Burnaby didn't conduct Winter square dance lessons but did launch a new round dancer class in early February, 2019.

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

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 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.

Promotion to the Public of B.C. Festival 2019, Salmon Arm

SQUAREUPB.C. has identified some extra funding from the Facebook paid advertising that served as a buffer to accommodate member clubs that decided on short notice to schedule lessons and participate in the campaigns.

The plan regarding that funding is to utilize it in attracting the public to not only come see the dancing at B.C. Festival 2019 in Salmon Arm but also to try some of the dance forms, as the event plans to offer.

It's anticipated that the funding will be applied to radio advertising in order to reach out to the local population and the large tourist traffic staying in or passing through the city.

Marketing Assistance Available & Consider Joining the SQUAREUPB.C. Team

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