

## SQUAREUPB.C. Report

to the Annual General Meeting of the B.C. Square & Round Dance Federation  
August 10, 2018 - Penticton

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.

### ***Summary of Key Content***

- The B.C. Government's Proclamation of Square & Round Dance Awareness Week (Sept. 16-22) is now available
- Large dance events in the next two years make this an ideal time to recruit new dancers with the promise that they can participate upon completing their lessons
- Over the past year, leading up to the 2018 AGM, extensive paid Facebook advertising was conducted that resulted in 49 different advertisements being produced and distributed
- Research, design & activation of your club or association's complimentary Facebook ad is underway now--submit your new dancer session information at this time and consider supplemental funding.
- Select clubs and associations benefitted from special support for their events, particularly new dancer sessions
- Federation social media pages climb in popularity
- Expansion of our toll-free INFOLINE will help market our larger dances in B.C.
- Advertising aimed at the public planned for Festival 2019 in Salmon Arm
- An invitation to review past reports for ideas & suggestions
- Free promotional literature available to B.C. Federation members
- SQUAREUPB.C. services and assistance available to clubs

### ***Proclamation of Square & Round Dance Awareness Week Now Available***

The B.C. Government has issued yet another Proclamation of Square & Round Dance Awareness Week. Usually in the third week of September, this year it will be Sun. Sept. 16 to Sat. Sept. 22. You'll find it on the government's web site at:

<http://www.bclaws.ca/civix/document/id/proclamations/proclamations/SqrRndDncAwrWk2018>

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.

Or, simply submit a press release by e-mail to local media outlets with the Proclamation attached.

Also consider showing it on your personal or club Facebook page, club web site or perhaps “tweet” about it on Twitter!

### ***An Ideal Time to Attract New Dancers***

It’s not often that some of the largest dance events zero in upon points in B.C. and Washington within a couple years of each other but that will be the case starting in 2019.

This fact can be a recruitment appeal in attracting new dancers.

The following, complete with active web links, is a list of very special dance events taking place in 2019 & 2020:

- Festival 2019 Salmon Arm – July 11 to 13, 2019 – 3-days of dancing featuring square dancing, round dancing, clog dancing and contra dancing plus special Trail-in & Trail-out dances. Web page: <http://bcfestival2019.com>
- Peachfest Square Dance Festival, August 7 to 10, 2019, Penticton. This is actually an annual event but new dancers would be eligible for the one in 2019. Web page: <https://peachfest.com/peachfest-events/be-active-at-peachfest/peachfest-square-dance-festival>
- U.S. National Convention in Spokane, Washington, June 17 to 20, 2020. Web page: <http://www.squaredancespokane.org/2020-national-convention.html> (Special note: See an impressive floor of over 1,500 square dancers at the 2017 National in Cincinnati, Ohio, at the following YouTube link: <https://www.youtube.com/watch?v=IDHFN6bhp8I>)
- Canadian National Convention in Surrey (Sheraton Guildford Hotel), July 29 to August 1, 2020. Everyone in B.C. is excited that this big national dance will be in Surrey in 2020. The B.C. Square & Round Dance Federation has posted a web page for the event that serves to provide the initial details until the national Society posts a page. See: <http://squaredance.bc.ca/2020>

### ***Paid Facebook Advertising***

If your dance club or regional association conducted new dancer sessions in squares, rounds, clogging or contra, you were eligible for the complimentary paid Facebook advertising launched by SQUAREUPB.C. in the fall of 2017 and the winter of 2018.

Including the promotion of Festival 2017 in Surrey, 49 different paid Facebook ads ran. Through the social medium we are engaging British Columbians in terms of recruiting and building awareness.

Over the two campaigns, results show that 184,935 people saw one of our ads at least once. Furthermore, 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.

Extensive results were revealed in the April 2018 SQUAREUPB.C. report to the Board of Directors Meeting at Abbotsford. Each of the 49 Facebook ads is detailed along with web links to the actual ads.

Furthermore, an analysis of each ad shows the results gained and the percentage reached of the potential target audience. It is highly advised that you review that report and find your particular club or association's ad campaign. View it online or as an electronic PDF file in order to retain the active web links. Report location:

<http://www.squaredance.bc.ca/images/bod2018/SQUAREUPB.C.Report-BODAbbotsford-April7-2018-NumberedPages.pdf>

Note that it was regrettable some club Facebook ads in the fall of 2017 could not be launched when a technical glitch prevented uploading of the ad. The issue was resolved and it's anticipated that all the planned ads will launch this fall.

### ***New Dancer Session Info Welcomed Now for Club or Association Facebook Ads***

Another two campaigns are planned for this fall and winter (Jan/Feb, 2019) so, if you will conduct square, round, clog or contra dance lessons, submit your information at this time to: [dancinglikethestars@gmail.com](mailto:dancinglikethestars@gmail.com)

Note that all clubs conducting lessons get a listing on the SQUAREUPB.C. promotional internet page at: [www.SquareDanceFun.info](http://www.SquareDanceFun.info). Search out yours in order to see the type of detail that is desired.

Also, the overall funding is low for the large number of clubs and associations participating in the initiative. Please consider supplemental funding to boost your particular campaign and have greater impact. One of our member associations has already identified \$750 to support their local clubs and one club has budgeted \$1000 for their advertising.

### ***Select Clubs & Associations Benefitted from Special Support From SQUAREUPB.C.***

#### ***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.

During the fall 2017 and winter 2018 paid Facebook campaigns, several club lesson periods were also boosted on Twitter through tweets. Among them were:

Stampede Whirlaways – Williams Lake  
Got 2B Cloggin – Vernon branch  
Frontier Twirlers – Greater Victoria  
Promenaders – Greater Victoria  
Mavericks – Greater Victoria  
Surrey Square Wheelers  
Travelling Squares – Nanaimo  
Amalgam-Eighters - Nanaimo  
R & R Rounders – Penticton  
Star Dusters – Powell River

Star Country Squares – Vernon  
Enderby River Dancers – Enderby  
Thompson Valley Stars – Kamloops  
Town 'n' Country Dancers – Maple Ridge  
Salty Wheels - Salt Spring Island.  
Guys 'n Gals - Langley/Aldergrove  
Century House Squares - New Westminster  
Okanagan Cloggin' – Central Okanagan  
Valley

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

<https://twitter.com/bcfedlive>

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

<https://twitter.com/bcfeddancenews>

### **Press Releases**

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

Penticton Western News newspaper – promoting the R & R Rounders' Open House  
Sept. 23, 2017

[https://www.pentictonwesternnews.com/entertainment/unique-dance-style-introduced-at-open-house/?utm\\_source=dlvr.it&utm\\_medium=twitter](https://www.pentictonwesternnews.com/entertainment/unique-dance-style-introduced-at-open-house/?utm_source=dlvr.it&utm_medium=twitter)

Westside Weekly newspaper – West Kelowna

– promoting a weekend clog dancing event called “Clogover Vine” presented by the Okanagan Cloggin' club.

Published on page 3, Wed. June 20, 2018

Seen within a posting about the event on the B.C. Federation's Facebook page. Along with other photos, a copy of the newspaper article can be seen, featuring a colour photo of the cloggers.

See that Facebook page at:

<https://business.facebook.com/BCSquareAndRoundDanceFederation/posts/1892806450764703>

(See just the newspaper clipping at:

<https://business.facebook.com/BCSquareAndRoundDanceFederation/photos/pcb.1892806450764703/1892800640765284/?type=3&theater>)

In early September of 2017, a release was submitted to Lower Mainland media outlets in promotion of round dance lessons presented by the Swinging Singles of Burnaby. Unfortunately, none published the material but this can be expected on occasion when seeking free publicity. In regard to newspapers, sometimes they just don't have space available in an issue. All you can do is try and hope they'll pick up your story—especially if it's written in the style of a reporter with accompanying photos.

### ***Social Media Pages Climb in Popularity***

We maintain a Facebook page, two Twitter pages and a YouTube promotional video page in order to take advantage of the availability of these effective communication tools.

You'll find them at the following links:

Facebook:

[www.facebook.com/BCSquareAndRoundDanceFederation](http://www.facebook.com/BCSquareAndRoundDanceFederation)

Twitter:

[twitter.com/bcfeDDanceNews](https://twitter.com/bcfeDDanceNews)

and

[twitter.com/bcfeDLive](https://twitter.com/bcfeDLive)

YouTube – 10 min. promotional video:

[www.DancingKeepsYouYoung.ca](http://www.DancingKeepsYouYoung.ca)

or

[www.DancingKeepsYouYoung.com](http://www.DancingKeepsYouYoung.com)

or

[www.youtube.com/watch?v=my8Ckx0bGG4](http://www.youtube.com/watch?v=my8Ckx0bGG4)

Here are the counts regarding followers or viewers achieved for each at the time of this report (August, 2018):

Facebook: 466 likes--up from 385 a year ago--and 464 follows

Twitter:

90 followers for @bcfeDDanceNews

85 followers for @bcfeDLive

YouTube: 13,443 views--up from 11,508 views a year ago

Don't forget that the Federation has a web site known as "The Dance Connection" at:

[www.SquareDance.bc.ca](http://www.SquareDance.bc.ca)

### ***Expansion of our toll-free INFOLINE will help market our larger dances***

Under consideration at the August 10, 2018, AGM in Penticton will be the expansion of the reach for our toll-free INFOLINE (1-800-335-9433). There's interest in making it accessible across Canada and into the U.S. It currently only connects within B.C.

Such an expansion will make it possible for prospective registrants to gain information about our provincial and national festivals and conventions. Furthermore, it could help our clubs and regional associations that hold large dance events if they want to appeal to dancers outside the province, especially in Washington State and Alberta.

Should the service be expanded, it's recommended that dance groups presenting large events display the INFOLINE number in their promotions.

See more details, including the costs involved, in the addendum at the end of the INFOLINE report posted online as a PDF document at:

<http://www.squaredance.bc.ca/images/agm2018/InfolineTracking-FinalReport-Edited-AGM-Penticton-August10-2018.pdf>

### ***Advertising aimed at the public planned for Festival 2019 in Salmon Arm***

At the time of many B.C. Festivals, SQUAREUPB.C. has had some budgeting for the purpose of purchasing advertising in promotion of the event to the general public. The ads are intended to welcome spectators and essentially build awareness and educate people about our dance forms.

Such advertising took place in 2017 for the Festival in Surrey which utilized Facebook advertising. In 2009, the Festival in Vernon was supported with commercial tv ads. Back in 2005, during the Abbotsford Festival, commercial country music radio broadcast ads promoting the event.

Regarding the advertising of BC Festival 2019 in Salmon Arm (July 11-13), ad campaigns utilizing commercial radio and Facebook could attract not just the local residents but also tourists and those travelling in their vehicles. The traffic count along the Trans-Canada Highway, passing the Shaw Centre dance venue in Salmon Arm, is impressive.

Furthermore, Festival organizers plan a dedicated hall in which visitors can learn some basic steps in squares, clogging, contra or line dancing. The public can do more than just spectate—they can participate.

### ***An invitation to review past reports for marketing ideas & suggestions***

Over the years, these SQUAREUPB.C. reports have attempted to go beyond telling what was done by introducing new ideas, plans, concepts, especially relative to marketing our great recreation.

For instance, in the last report of April 7, 2018, to the Board of Directors Meeting at Abbotsford, touched upon was the fact that a professional marketer had been consulted by one of our member Associations.

On page 10, under the heading “We’re on the Right Track,” the professional identified that people today are “cocooning” themselves. That presents our very social recreation with an opportunity to help folks break out of their cocoons and make some new “live” friends. It’s suggested that our new slogan could be “experience face-to-face fun!”

Furthermore, that same report suggested how clubs and associations appealing to new dancers can better market their lessons and utilize the paid Facebook advertising provided to them complimentary of SQUAREUPB.C. See pages 12 & 13.

See that full report online at:

<http://www.squaredance.bc.ca/images/bod2018/SQUAREUPB.C.Report-BODAbbotsford-April7-2018-NumberedPages.pdf>

Last year’s SQUAREUPB.C. report to the AGM at Surrey (during Festival 2017) contained useful information for those clubs planning to utilize the social medium of Twitter to promote their club, lessons & events. On page 7, the concept and purpose using “hashtags” in tweets is explained. See that report online at:

<http://www.squaredance.bc.ca/images/agm2017/SQUAREUPB.C.Report-AGMSurreyJuly7-2017.pdf>

## ***Free Promotional Literature Available to B.C. Federation Members***

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 online as a printable PDF-format document at: <http://betterhealth.squaredance.bc.ca>

More recently, the Federation's Revitalization Committee 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](mailto: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](mailto:info@squaredance.bc.ca).

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](mailto:dancinglikethestars@gmail.com).

See the Federation's web page at: [SquareDance.bc.ca](http://SquareDance.bc.ca).

In your promotions, remember to tell of the 10-minute promotional video, aimed at Baby Boomers, called "Dancing Keeps You Young." The feature was originally posted in July of 2010. Send people to it online at:

[DancingKeepsYouYoung.ca](http://DancingKeepsYouYoung.ca) or [DancingKeepsYouYoung.com](http://DancingKeepsYouYoung.com)

Also consider showing in your advertising/promotion/publicity our promotional "landing page," particularly [SquareDanceFun.info](http://SquareDanceFun.info). It details the many benefits of square dancing and lists square, round and clog dance clubs throughout the province that hold new dancer sessions.

Many travelling dancers are turning to [WheresTheDance.com](http://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](mailto: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](mailto: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 Annual General Meeting in Penticton.

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