



# SQUARE DANCE REVIVAL BASICS!

## How to Take a Great Dance Photo

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That actually attracts new dancers!

### The Goal

You're not just taking a picture—you're helping someone think:

- "That looks fun. I want to try that."

Your photo should answer 3 questions instantly:

- Is it fun?
- Will I feel welcome?
- Can I do this?

What Great Photos Look Like:



Great photos feel:

- Candid (not posed)
- Joyful (real smiles, laughter)
- Welcoming (open body language)
- Relatable (normal people, not performers)

*If it looks staged or serious, it won't attract beginners.*

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### What To Capture

#### 1. Smiles & Connection

- People laughing, making eye contact
- Friends interacting
- Moments of joy

#### 2. Movement & Energy

- Skirts twirling, people in motion
- Action—not standing still

#### 3. Variety of People

- Different ages
- Casual clothing (not just traditional outfits)

#### 4. Approachability

- People who look like someone a beginner could be



### How to Take the Photo (Easy Tips)

#### Use Your Phone—That's Enough!

- Get close (don't shoot from across the room)
- Take LOTS of photos (catch real moments)
- Shoot during action, not breaks
- Try short video clips too

*The best shots happen between poses.*

#### Simple Tricks That Make a BIG Difference

- Lighting Matters: Face toward light (windows or bright room)
- Angle Matters: Eye level feels natural, Closer is more engaging

#### Timing Matters

- Capture laughter, not setup
- Watch for genuine reactions

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### What NOT To Do

#### Avoid Posed Group Photos

- Arms crossed, straight lines, forced smiles
- Feels formal, not fun



While this is a great keepsake photo for members or a recording of an award or event, it also conveys some visual messages that will turn off potential dancers. This photo is are great for a photo gallery or to memorialize a recent formal event.

#### Avoid Only Traditional Attire

- Can feel intimidating to beginners
- Mix in casual looks

#### Avoid Empty Floors

- No people = no energy

#### Avoid Distance Shots

- If you can't see faces, you can't feel the emotion



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### Think Like a New Person Unfamiliar with the Joy of Club Dancing

Before posting, ask:

- Would this make me want to try it?
- Do people look like they're having fun?
- Can I imagine myself there?

### The Best Simple Formula

*Faces + Fun + Movement = Great Photo*



### What to Say When You Post

Keep captions simple:

- "This is way more fun than I expected 😊"
- "No partner needed—just come try it!"
- "Best night of the week"

*Don't explain—invite.*

### One Simple Challenge

At your next dance:

- Take 10 candid photos
- Post the best one!
- That one photo might be the reason someone walks through your door.

