



# SQUARE DANCE REVIVAL BASICS!

## How to Boost a Post for Lessons

### A simple guide for promoting your dance club events

Besides asking members to invite at least five friends to your event personally, social media is one of the most powerful ways to reach new people. However, most posts only reach a small portion of your followers. Boosting a post allows you to show it to hundreds or even thousands of people in your local area who may have never heard of your club.

**The good news: you can do this for just \$10-\$40.**

### What "Boosting" a Post Means

Boosting is simply paying Facebook or Instagram to show your post to more people. Instead of only reaching your followers, a boosted post can reach:

- People who live nearby
- People interested in dancing, social activities, or fitness
- Friends of your followers

Think of it as a small local advertisement inside social media.

### Why Boosting Works for Dance Clubs

Most clubs have small social media followings, so a typical post might reach only 30-100 people.

Boosting can increase that dramatically.

A typical boosted post might reach: 1,000 – 5,000 local people

This helps introduce your activity to people who are:

- Looking for fun things to do
- New to the area
- Curious about trying something social

*Your Club must have a Facebook Page to boost a post.*

*Facebook does not allow boosting or ads from a Facebook Group.*

*(see SDR's How to Create a Facebook Page)*





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### Step-by-Step: How to Boost a Post

#### 1. Create a Details Post and Pin it to the top of your Facebook Page:

Something like:

Looking for something fun, social, and a little different? Try square dancing! No experience needed – we'll teach you everything step by step. Beginner Lessons Starting Soon:

Date: [Start Date]

Time: [Time]

Location: [Venue Name & City]

What to expect:

- No partner required
- Friendly people and lots of laughter
- Easy-to-follow instruction
- Great exercise for body and brain
- A welcoming community

Square dancing today is modern music, lively movement, and a great way to meet new friends. Wear comfortable clothes and soft-soled shoes.

Questions? Send us a message or comment below! Planning to come? Let us know by messaging us! Bring a friend and come see why so many people are discovering the fun of square dancing.

Pin this post to the top of the page by clicking the three dots at the top of the post and clicking "Pin Post." This will make it stick to the top of your posts so people who go to your page can see it immediately. You can delete posts with information about an event once the event is over. Consider making a similar post for your first lesson after the Community Dance.

#### 2. Create a Good Post to Market Your Community Dance and/or Start of Lessons

Choose a post (preferably with a 15-20 second video) that shows:

- Smiling dancers, Movement and energy
- A welcoming atmosphere
- If a graphic, uses warm colors to convey energy, joy, and fun

Include simple text such as:

- Beginner Square Dance Night
- No partner needed – we'll teach you!
- Friday (date) 7:00 PM
- Community Hall (address)
- Where to go for more information

Keep it short and inviting.



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### 3. Click the “Boost Post” Button

On your Facebook page, you will see a Boost Post button under your post. Click it to open the promotion settings.

### 4. Choose Your Audience

The most effective audience for clubs is:

Location:

- 10–25 miles around your dance location (shorter for urban areas, longer for rural areas)

Age:

- 18–65+

Interests (optional):

- Dancing
- Social activities
- Live music
- Fitness
- Community events

Avoid making the audience too narrow.

### 4. Set Your Budget

You don't need a large budget.

Typical club boosts: \$10 to \$50

Run the boost for 5–7 days before the event.

This gives people time to plan.

### 5. Run the Promotion

Once you confirm the boost, Facebook will review the post and begin showing it to people in your selected audience.

You can watch the results in your page insights:

- Reach
- Engagement
- Link clicks



In Salida, Colorado!

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# SQUARE DANCE REVIVAL BASICS!

## How to Boost a Post for Lessons

### What Makes a Post Perform Well

Boosting works best when the post itself is strong.

- Good posts include:
- Movement
- Action shots or short videos catch attention. (See SDR's How to take a great Video)
- Happy people
- Energetic photos of smiling dancers create instant interest. (See SDR's How to take a Great Video)
- Simple messaging

Avoid long explanations. Instead, direct people to your Facebook page or Website, where they can get more information.

### Beginner-friendly language

Use phrases like:

- "No partner needed."
- "Beginners welcome."
- "We'll teach you."
- "No fancy clothes needed."

### Common Mistakes to Avoid

1. Too much text
  - Social media users scroll quickly.
2. Formal or posed photos
  - Candid photos perform much better.
3. Show movement and fun.
4. Posting only once
5. Post several times leading up to the event.
6. Boosting too late



## SQUARE DANCE LESSONS!

START YOUR NEW YEAR WITH FUN, FITNESS AND NEW FRIENDS!

FREE COMMUNITY DANCE - TRY IT OUT!

SATURDAY, JANUARY 17<sup>TH</sup> 3:30 PM

3913 SANDALWOOD LANE, PUEBLO

LESSONS TUESDAY & THURSDAY EVENINGS

STARTING JANUARY 20<sup>TH</sup>

6:30 TO 8 EVENINGS, SAME LOCATION

Scan the QR CODE or TEXT 719-686-0513 for more information

**PUEBLO PEPPER STEPPERS SQUARE DANCE CLUB**



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### A Simple Boosting Strategy

Many successful clubs follow this schedule:

#### 2 Weeks Before

- Post a fun photo or video – encourage members to share it with their local friends.

#### 1 Week Before

- Boost the post (\$20–\$50)

#### 3 Days Before

- Post a reminder

#### Day Of

- Post a “Tonight!” reminder.

### The Big Idea

*People are not searching for square dancing!*

#### They are searching for:

- Fun things to do
- Ways to meet people
- Social experiences

A boosted post helps them discover your club for the first time.

### One Simple Challenge

For your next beginner night:

- Post a great photo or video
- Boost it with \$20 for one week
- Invite your members to share it
- Invite people to your first lesson.

You may be surprised how many people say:  
“I saw your post on Facebook.”

give yourself the  
**Best Holiday Gift!**



Try Square Dancing in Salida, Free!  
Saturday, January 11, 2025  
Go to [MonarchMavericks.com](http://MonarchMavericks.com) for more info