



SQUARE DANCE REVIVAL BASICS!

How to Make a Great Video

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How to Make a Great Video That Will Attract New Dancers

Simple tips any club member can follow

A short video can be one of the most powerful ways to show people how fun square and round dancing really are. You don't need special equipment—just a smartphone and a little planning.

The goal is simple:

Make someone think "That looks fun—I want to try it."

1. Keep It Short

The best promotional clips are 10–20 seconds long.

Short videos:

- Get watched more often
- Work better on social media
- Are easy to share

Focus on one fun moment, not a long recording.

2. Show Smiling Faces

People connect with people, not dance patterns.

Good videos include:

- Smiling dancers
- Laughter
- Eye contact between dancers

If viewers see people having fun, they'll want to join.

3. Capture Movement and Energy

Video should show action, not standing around. Begin when the dance has already started.

Great moments to film:

- A square moving smoothly
- Dancers twirling or swinging
- A group laughing during a call
- A successful move everyone enjoys

Movement makes the video feel exciting.

4. Film Up Close

Avoid filming from across the room.

Instead:

- Stand near the dancers
- Fill the frame with people
- Make faces easy to see

If you can't see expressions, the video loses impact.



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5. Use Vertical Video

Hold your phone upright (vertical).

This works best for:

- Facebook
- Instagram
- TikTok
- YouTube Shorts

Vertical videos fill the screen on phones. Horizontal videos are effective for Facebook posts that will be viewed on a computer or laptop.

6. Capture Natural Sound

Let the caller and music be heard.

The sound of:

- music
- laughter
- the caller's voice

helps people feel like they're right there in the room.

7. Show a Mix of People

New dancers want to see people like themselves.

Good videos include:

- Different ages and body types (coiffed and "perfect" in ads turn today's viewer off)
- Casual clothing
- Relaxed dancers having fun

This tells viewers:

"You could fit in here."

8. Add a Simple Caption

When posting the video, include a short invitation:

Examples:

- "Beginner Square Dance Night – No partner needed!"
- "Come try it! We'll teach you everything."
- "Best night of the week 😊"

Keep it short and welcoming.

Fun! Fitness! Friendship!

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9. Avoid These Common Mistakes

- ✗ Long videos (over 30 seconds)
- ✗ Filming empty floors or people standing around
- ✗ Videos where dancers look serious or confused
- ✗ Recording from far away
- ✗ Overly staged moments

Natural, joyful moments work best.

10. Take Several Clips

Don't rely on just one video.

At a dance, record:

- 3–5 short clips
- From different angles
- During the most energetic moments

If you were 25 and looking for something fun to do, which one would make you want to try square dancing?



Then post the best one.

The Simple Formula

Smiles + Movement + Music = A Great Dance Video

When people see real joy and energy, they begin to imagine themselves in the square.

And that's what brings new dancers through the door.