



SQUARE DANCE REVIVAL QUICK TIPS!

Using Facebook to Bring People to Your Dance

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Once your Page exists, the most important thing is using it simply and consistently. You are not trying to become social media famous. You are just reminding people that you exist and that they are welcome.

What to Post (Keep It Simple)

You do NOT need to post every day. Once or twice a week is plenty.

The best posts for dance clubs:

1. LET NEW DANCERS KNOW YOU WANT THEM! When you post for lessons, pin them to the top so potential new members will see them first. If you aren't offering lessons soon, include a way for people to contact you to express interest or ask questions. Post fun photos and videos that show fun, energy and people of all ages and all clothing styles dancing.

Help new people feel less nervous:

New to square dancing? You're welcome here.

No experience needed. We teach everything.

Come try one night — no pressure.

Potential new dancers also want to know what it would be like to dance with you as a member.

2. Weekly Dance Reminder

Post this every week, ideally on the same day:

We're dancing this Thursday! 7:00–9:00 pm [Location]

This keeps your club showing up in people's feeds.

3. Photos & Videos of Real People Dancing

 (see our how to take great photos and videos pdfs)

After a dance, post one or two photos:

Great crowd tonight!

Thanks to everyone who came out — we'd love to see you next week.

Photos make your club feel active and friendly.

4. Special Nights and Events

- When you have: Open houses Beginner nights Guest callers

Post about it:

- One week before
- Again the day before

Facebook Events get more attention than regular posts.

Safety & Common Sense

- Don't post close-up photos of kids without permission
- Don't post private phone numbers unless you're okay with public calls
- Delete spam if it appears

You can block rude people (rare, but allowed)



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How People Find Your Page

Invite Your Members

- From your Page, click Invite Friends and invite your dancers.

Ask your members to:

- Like the Page
- Share posts once in a while

This helps Facebook show your posts to more people.

Share into Local Facebook Groups

Search Facebook for groups like:

- “What’s Happening in [Your Town]”
- “Community Events in [Your City]”
- “Local Activities Near Me”

If you are advertising lessons, once a week, share the invitation with local groups:

Try square (or round) dancing!

No partner, no experience, no fancy clothes needed!

Free Dance Thursday 7–9 pm at [location].

This is one of the best ways to reach new people.

Create Facebook Events for Lessons & Community Dances

- On your Page, click Create Event
- Add date, time, and location
- Write a short description
- Invite your followers
- Share the Event in local groups

Simple Weekly Routine (Easy Mode)

If one person runs the Page:

Once a week (5 minutes):

- Post the weekly dance reminder

After each dance (2 minutes):

- Post one photo + a thank-you

Once a month (5 minutes):

- Invite new people to like the Page
- Share one post into local groups

That’s it. You are doing great!