

A yellow starburst graphic with the text "SQUARE DANCE REVIVAL!" in a bold, black, sans-serif font.

# SQUARE DANCE REVIVAL BASICS!

## How to Create a Facebook Club Page

PAGE 1

*For marketing classes, we encourage clubs to establish a Facebook Page. Your club may have a Facebook Group for sharing information with members; however, a Page is more easily accessed by non-members, and you can boost posts and run ads from a Page (but not a Group).*

You don't need to be "good with computers" to do this. If you can click links and type, you can do this.

### Step 1: You Need a Personal Facebook Account (Free!)

This is how Facebook knows who manages the Page. Your personal and club page posts stay separate. If you don't already have an account:

1. Go to facebook.com
2. Click Create New Account
3. Follow the instructions on the screen

### Step 2: Create Your Club's Facebook Page

1. Log into Facebook
2. Go to facebook.com/pages/create
3. Choose Business or Brand
4. Page Name: Use your full club name Example: River Valley Squares & Rounds
  - Category: choose one of these - "Dance Club" or "Community Organization"Click Create Page **You now have a Facebook Page for your club!**

### Step 3: Fill in Your Basic Information

**This part is important. People decide whether to visit you based on this.**

Add these items to your Page:

#### 1. About / Description

Keep it simple and friendly:

We are your square and round dance club in (city state).

We offer lessons to new dancers! No partner needed.

Casual dress. Fun and Friendship included!

#### 2. Location

Add the exact place you dance (hall name + address).

#### 3. Hours

- List when you dance: Thursdays, 7:00–9:00 pm

#### 4. Contact Info

Add at least one of these: This makes your club feel real and trustworthy.

- Email address: Create a club Gmail account. Personal emails will attract scammers.
- Website

*We advise against using personal emails and phone numbers to avoid spammers.*

**SQUARE DANCE REVIVAL!**

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(not group)

PAGE 2

### Step 4: Add Photos

Profile Photo (small circle image): Best to use Club Logo.

Great examples:



If you have a logo that reinforces misconceptions about square dancing, consider creating a new one. Young people want to see fun, flexible, inclusive images.

Some examples of images that convey older ideas:



Cover Photo (big banner at top): Photo of people dancing and smiling (see our "How to take a Great Photo")

Great examples:



**Friendly and real beats perfect!**



# SQUARE DANCE REVIVAL QUICK TIPS!

## Using Facebook to Bring People to Your Dance

PAGE 1

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)



# SQUARE DANCE REVIVAL QUICK TIPS!

## Using Facebook to Bring People to Your Dance

PAGE 2

### 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!**