



MARKETING TO MEN: SOCIAL MEDIA & FLYER DESIGN THAT ATTRACTS RATHER THAN REPELS

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Marketing to men or younger adults does not mean creating separate flyers, websites, or social media campaigns for each group. The most effective marketing appeals broadly by emphasizing fun, friendship, community, activity, and belonging—things that attract people of all ages and genders.

The key is simply to avoid images, colors, graphics, and messaging that may unintentionally signal the activity is primarily for one demographic, such as older women. Focus on welcoming, energetic, modern imagery and universal benefits, and you'll create marketing that attracts the widest possible audience while avoiding elements that may discourage potential dancers from giving it a try.

If your goal is to attract more men and younger adults, heavy use of pastel cool or feminine colors, floral graphics, lace-like borders, and scrapbook-style designs should be avoided.

This isn't because men dislike those things universally. It's because marketing works through first impressions and signals. Design elements communicate who the activity is for before a single word is read.

The Problem with Pastel & Flowery Designs

Many square dance flyers unintentionally signal:

- Women's social activity
- Craft club
- Church social
- Senior activity

Even when that isn't the intention. A man scrolling Facebook may subconsciously conclude: "This isn't for me," before reading the headline.

What Research Suggests Men Respond To More Often

Colors

- Deep blue
- Orange
- Red accents
- Charcoal gray
- Black
- White

These colors tend to communicate:

- Energy
- Confidence
- Action
- Fun
- Modernity



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The Biggest Mistake Clubs Make

Most square dance marketing is unintentionally designed by dancers for dancers.

Men who have never square danced view flyers and social media posts very differently than club members do.

They are not evaluating:

- The caller
- The dance program
- The organization
- The history

They are asking:

- Does this look fun?
- Would I fit in?
- Do people like me do this?
- Is this worth my time?

You have about one second to answer those questions.

What Turns Men Off

- Too Much Text
- Many flyers look like newsletters.

Men tend to scan rather than read.

Avoid:

- Long paragraphs
- Complete sentences
- Detailed explanations
- Large blocks of text

Instead use:

- Short headlines
- Bullet points
- Simple phrases

This: "Fun. Friends. No Experience Needed."

Not this:

*"Modern square dancing is a recreational activity
enjoyed by people of all ages..."*



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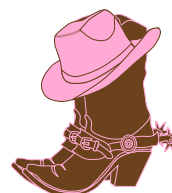
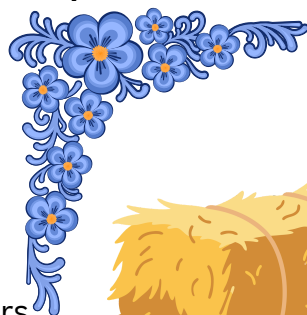
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Too Many Decorative Graphics

Avoid:

- Music notes
- Cowboy hats
- Boots
- Hay bales
- Western clip art
- Decorative borders



These often reinforce stereotypes rather than create interest.

The focus should be on actual people having fun.

Club-Centered Messaging

Many flyers lead with:

- ✗ Club name
- ✗ Federation logos
- ✗ Association logos
- ✗ Dance program names

Non-dancers don't care.

Lead with benefits instead.

- Meet People
- Have Fun
- Try Something New

Photos That Feel Old

Men often make decisions based on the photo before reading a single word.

Avoid:

- Empty halls
- Posed group photos
- Award presentations
- Static square formations
- Pictures where nobody looks engaged

Use:

- Smiling faces
- Action shots
- Laughter
- Movement
- Men and women interacting



The photo should communicate: "This looks like a good time."



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Social Media Posts That Work Better

Post the Experience, Not the Dance

Most clubs post:

✗ "Mainstream Lessons Next Week"

Instead post:

✓ "Laughs, Friends, and Dancing: Try it! We'll Teach You!"

Show Real People

The best-performing posts usually feature:

- Real members
- Genuine smiles
- Short videos
- Fun moments
- Personal stories

People connect with people.



Use Video Whenever Possible

A 15-second video showing:

- Laughter
- Movement
- Friendly interaction

is often worth more than dozens of photos.

Videos answer the question:

"What does this actually feel like?"

Avoid Technical Terms

Never assume newcomers understand:

- SSD
- Mainstream
- Cuer
- Caller

Instead say:

- Beginner lessons
- No experience needed
- We'll teach everything
- Come try it





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Flyer Design That Appeals to Men

The Ideal Layout

Top: Large headline

Middle: One large action photo

Bottom: Simple details

That's it.

Headlines Men Respond To

Instead of: "Square Dance Lessons"

Try:

- Looking for Something Different?
- More Fun. Less Screen Time.
- A Night Out You'll Actually Enjoy.
- Meet Great People.
- No Experience Needed.
- It's Not What You Think.

Color Recommendations

Many clubs overuse bright rainbow colors.

For men, cleaner color palettes perform better.

Good combinations:

- Navy + Orange
- Blue + White + Yellow
- Charcoal + Orange
- Dark Blue + White

Use bright colors for emphasis, not everywhere.

A Useful Test

Imagine placing two flyers side-by-side.

Flyer A

- Pastel green and blue
- Floral border
- Script fonts
- Small photos

Flyer B

- Large action photo
- Bold headline
- Orange and blue accents
- Simple layout

Which one looks more like:

Something a man might try?

For most audiences, Flyer B wins.



On the next pages are examples of some ready-made Canva templates that can work:



BORCELLE

...

Family Reunion Dinner Event

Let's Celebrate Togetherness! Join Us
for a Heartwarming Family Reunion
Dinner – A Night of Laughter, Love,
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8:30 am - 1:30 pm



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and welcome activities

14 MAR

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15 MAR

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