

SOCIAL MEDIA/PUBLICITY 2024

ANAHEIM, CA

OVERVIEW

Thank you for allowing me the opportunity to be your Social Media Chair. My goal was to share quality content of the dancers while keeping a cohesive marketing palette. As we all know by now, it is hard to survive without social media these days whether it's your personal account or a business one. People engage when they enjoy the content and these engagements will keep our pages alive and growing. However, the content people enjoy is always changing, therefore we have to change with it. - Ava Lovsin, Chapter 46

INSTAGRAM

Category/Analytic Section	Data Representation
Total new followers since 2023	~1,400
Total average post likes	~450 likes
Total average reel views	~10,000 views
Reached audience (April 1-June 29)	192,900 (+34.9%)
Age demographic	13-17 11.5% 18-24 24.3% 25-34 14.4% 35-44 25.6% 45-54 17.4% 55-64 4.5% 65+ 2%

FACEBOOK

Category/Analytic Section	
Impressions	349.4k (+299%)
Reach	68.8k (+220%)
Engagement	49.1k (+651%)
Net Followers	179 (+149%)
1 minute video views	3.8k (+5k%)

*data is gathered from April-July in comparison to the 90 days prior

LOOKING AHEAD (2024/2025)

Sharing what DMA is all about

- As an organization we prioritize education and need to find ways to share this through our social media.
- TTS, SHIP, classes

Continuing to see chapter integrations grow

- Improvement from last year. However, I did a lot of digging to find the photos that were shared from the chapters and am looking for a more effective way to gather them. Something as simple as tagging the national account would help.
- The photos should not have any writing or graphics on them when tagging or sending them over.
- The individual chapters' social medias have been successful. However, not many people want to follow 30 accounts just to keep up with DMA. Using the national account to post chapter photos engages a bigger audience.

Getting more quality content

- The better quality the photo or video, the better it does on Social Media.
- Having access to IT cinema and Paul's photos expands our shares and ultimately brings us a bigger following. More of these would be helpful!

- If the chapters social media have access to a professional camera, that is our best bet. Not everyone has the access but there are also simple tricks to make iPhone photos and videos have better quality.

MARKETING TACTICS

What to post?

- The dancers and more of them dancing! They want to see themselves and so do the people paying for them to be here. The more we post them the more shares we get.
- Integrating current trends will attract the students.
- Using the photo as is. Only adding necessary text onto the photo (chapter numbers, DMA logo)

What to post?

- During our national convention, SHIP, and TTS the pages should be very active. This can be story posts along with feed posts.
- During the rest of the year they can be done sporadically. At least once every few weeks. An overload of posts will cause unfollows.

Guidelines for chapters

- Sending out guidelines to chapters Social Media Chairs. Simple requests that anyone with an iPhone could do.
- Please have your chapter title online be your organization title.
 - Example: "Great Lakes Regional Dance Masters"
 - Instead of: "Dance Masters of America Chapter 46"
- Please have your profile photo be of your own logo