

# SOCIAL MEDIA/PUBLICITY 2025

ORLANDO, FL

## OVERVIEW

Thank you to the executive board for allowing this opportunity for another year. We’ve had a successful year and I am excited to see how things grow.

- Ava Lovsin, Chapter 46

## INSTAGRAM

Category/Analytic Section	Data Representation	
Total new followers since 2024	~2,500	
Total average post likes	~475	
Total average reel views	~12k views	
VIEWS	1.3mil (1.9K%)	
Age demographic	13-17	11.5%
	<b>18-24</b>	<b>24.3%</b>
	25-34	14.4%
	<b>35-44</b>	<b>25.6%</b>
	45-54	17.4%
	55-64	4.5%
	65+	2%

\*LAST 28 DAYS

## FACEBOOK

Category/Analytic Section	
VIEWS	542.3K (+829%)
CONTENT INTERACTIONS	11.3K (+920%)
FOLLOWS	503 (+1.1K%)
REACH	118.8K (+425%)
1 MINUTE VIDEO VIEWS	9.2 (+1.6K)

\*LAST 28 DAYS

## LOOKING AHEAD (2025/2026))

### Individual Chapter Notes:

- Make sure your chapter social media is active
  - Great chance to get a younger member involved!
  - Ideas for posting:
    - Title holders
      - Ask them fun questions: ex; if you were a Disney character who would you be? Who is your favorite artist? What is your favorite subject in school? Favorite dance skill or step?
    - PASC
      - Group photos: backstage/onstage
    - Convention/classes
      - Videos/reels of combinations
- Please like ALL of the DMA National posts
  - Please consider sharing the posts on your Instagram stories as well
    - Even if a chapter member/student is not in the post, it advertises us as a whole

- Consider making a tik tok
  - It's what the students are on!
- Continue sharing content throughout the year. We would like to have more PASC regional activity on the page. *Content will only be shared if it is high quality* (this can be accessible on an iPhone with good lighting and exposure).
- I cannot post edited photos: please send the photo as is unless a professional photographer is making adjustments. Added graphics or words will make the pictures unusable.
- Ask anyone in your chapter if they have a nice camera! Professional photos truly do wonders for the page and make us look up to date. You never know who is willing to help out!!

#### Moving Forward:

- Pushing merchandise
- High quality photos do best. Try to limit photos taken on phones (if this is your only resort it will still work, just be mindful)
- Regional calendars?
  - Sharing a regional calendar would allow us to post what is happening at chapters throughout the year
- Spotlight the buzzer routines throughout the year? - IT Cinema