# Using Facebook Events to Promote Square Dancing

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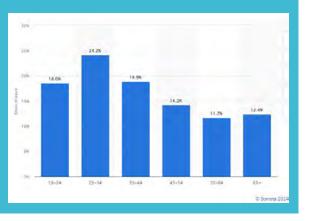


### Thom Dang Arroyo Grande, CA



- Square dancing since 2002
- Work in Information Technology
- Set up & manage square dance Facebook & Google groups
- · My partner: Darren Gallina
- Help manage Darren's Facebook page & YouTube Channel
  - https://www.facebook.com/DarrenGallinaSDCaller
  - <a href="https://www.youtube.com/@DarrenGallina">https://www.youtube.com/@DarrenGallina</a>
- Ran Zoom virtual dances & trained other callers on setup
- Co-organizer of BeachBash8o5.com square dance festival
- https://www.facebook.com/thom.c.dang

# Why FB?



- Use FB in addition to flyers, emails, word of mouth
- Events/calendar function, others platforms don't seem to have it
- Many square dancers are on it
- Most used platform in the U.S.<sup>1</sup>
- In 2023, ~247 million U.S. users<sup>2</sup>
- As of April 2024, U.S. FB Users by age group<sup>3</sup>

18 – 24: 18.6%	25 – 34: 24.2%	35 – 44: 18.9%
45 – 54: 14.2%	55 – 64: 11.7%	65+: 12.4%

- 1 Hootsuite: <a href="https://blog.hootsuite.com/facebook-demographics/">https://blog.hootsuite.com/facebook-demographics/</a>
- 2 Statista: <a href="https://www.statista.com/statistics/408971/number-of-us-facebook-users/">https://www.statista.com/statistics/408971/number-of-us-facebook-users/</a>
- 3 Statista: <a href="https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/">https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/</a>

# FB Events Pros & Cons



#### Pros

- 1. Another way to promote
- 2. Show on Events section
- 3. FB may suggest your event to others
- When mark self as Going / Interested
  - Friends may see your response & become interested
  - 2. FB reminders
- 5. Non FB users can see public events
- 6. Save to calendar function
- 7. Can "boost" engagement

#### Cons

- Need to also promote via flyers, email, word of mouth, etc.
- 2. Know how to use FB
- 3. Can't just post once and expect people to come.
- 4. Find right balance of how often & where to post

See handout for resources on Boosts and Facebook Ads

# FB Events General Process





## **Event Organizer**

- Create FB Event
- 2. Mark as Going
- 3. Invite others
- 4. Share to
  - 1. FB page / groups
  - 2. Personal profile
  - 3. Ask members to do same
- 5. Schedule when to repeat #4 with FB event, flyer, &/or video (mix it up)

#### **Club Members**

- Mark as Going / Interested
- 2. Invite others
- 3. Share on own profile

#### People:

Don't want to be only one Like to see if know others at event

# Questions before Live Demo?

Create a FB Event

Mark as Going

Invite Others

Share to other Groups

Accepting Co-host Requests

Add Event to Personal Calendar

