

Using Facebook Events to Promote Square Dancing

Saturday, July 20, 2024

Presenter: Thom Dang



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>
 - <https://www.youtube.com/@DarrenGallina>
- Ran Zoom virtual dances & trained other callers on setup
- Co-organizer of [BeachBash805.com](https://www.beachbash805.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.¹
- In 2023, ~247 million U.S. users²
- As of April 2024, U.S. FB Users by age group³

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: <https://blog.hootsuite.com/facebook-demographics/>

2 Statista: <https://www.statista.com/statistics/408971/number-of-us-facebook-users/>

3 Statista: <https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/>



FB Events Pros & Cons



Pros

1. Another way to promote
2. Show on Events section
3. FB may suggest your event to others
4. When mark self as Going / Interested
 1. 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

See handout for resources on Boosts and Facebook Ads

Cons

1. 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

FB Events General Process



Event Organizer

1. 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

1. 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

