



Marketing Magic: Twirl, Spin, Grow

How to Use Video Shorts

Video Shorts: A Fun, Easy Way to Attract New Dancers!

- If you want to reach younger dancers, it's time to think beyond flyers!
- Social media offers a free or low-cost way to show how fun square dancing can be.
- Most clubs know social media is important—but the real secret isn't just getting likes or shares.
- It's about posting content that connects with people and inspires them to join in.

Get Started

- Create club accounts on Facebook, Instagram, and TikTok. These platforms reach a wide range of ages and interests—and dance clubs are trending again!

Free Videos You Can Use

Rhythm & Roots has short, upbeat video interviews with dancers of all ages.

You can use them free at rhythmnrootsmarketing.org:

- Click **Resources** in the top menu.
- Scroll down to the orange buttons and choose **Short Interview Videos**.
- Ask younger or middle-aged friends to help you pick which videos they think would attract new dancers.
- Click on the orange Download button at the top.
- Find your interview and click on the three dots at the upper right corner to download.

*The more videos you choose,
the more time you'll spend adding your event details
—but it's worth it!*



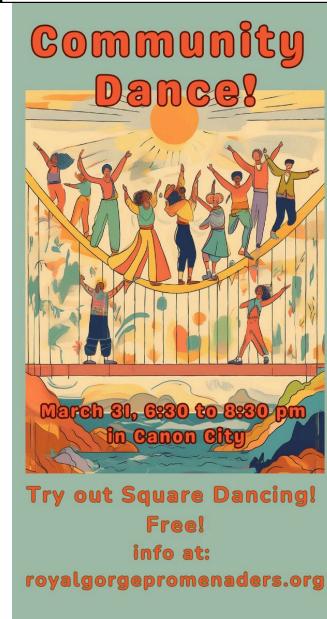
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Adding Your Event Graphic

You can easily personalize a video by adding your club's event graphic.

Use Canva (free and simple):

- Create a new design using the mobile video template (1020x1920 px).
- Upload your chosen interview video.
- Create a bright, friendly event graphic with warm fun colors. (Rhythm & Roots has samples if you need ideas)
- Upload your graphic and drag it into the small grey box under your video (make it about 5 seconds).
- Download your completed video as an MP4—ready to post!



PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
Association: Wisdom, wealth, royalty, power, luxury, magic Mood: Powerful, calming, strength	Association: Depth, stability, wisdom, trust, confidence Mood: Calming	Association: Growth, health, harmony, safety nature. Mood: Calm, refreshed	Association: Energy, happy, warming, attention Mood: Aggravation, joy	Association: Enthusiasm, heat, success creativity Mood: Warmth, excitement	Association: Passion, energy, strength, love, power, determination Mood: Intensity, angry, excitement	Association: Purity, light, clean, sterile, innocent, spacious Mood: Cold, unfriendly	Association: Power, mystery, elegance, evil, mourning, death Mood: Confident, calm, stable, mysterious



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Social Media Made Simple

You don't need to be on every platform—just the right ones. Pick where your audience already spends time and post there regularly.

Tips for Great Posts

- Tell Stories, Not Just Announcements
- Instead of: "Try Square Dancing, June 10," Say: "June 10 - Join us for a night of fun and friendship—learn to square dance and make new friends!"
- Use Video First
- Videos perform better and help people imagine themselves dancing.
- Share Member Stories
- Repost members' photos or clips (with permission). Authenticity builds excitement.
- Match the Platform
- Keep captions short and visual for Instagram or TikTok. Use more details on Facebook.

Consistent, interesting posts help your content appear more often in people's feeds—and keep your club top of mind.

Standing Out Online

You don't need to do everything—do a few things well.

- Use Facebook Groups: Groups encourage conversation and visibility. Consider having both a Group and a Page (needed if you want to run ads).
- Boost Wisely: Small paid boosts can help more people see your best posts. Focus on what matters—like event signups or website visits.
- It's not just about being seen—it's about being remembered.

Social media doesn't have to be overwhelming.

Start small, post consistently, and focus on showing the joy and community that make square dancing special.

Need more technical help? Contact Rhythm & Roots Marketing for both coaching/training and full-service marketing options.