

National Square Dance Society of Australia

Facebook Co-ordinator

AGM Report

Square Dancing in Australia Facebook page was developed to provide a platform to encourage new dancers to square dancing.

There are a limited number of leaders who utilise the function of this page to promote to new dancers. The National Society will provide a \$20 boost for ads to this page that are sent to us via their state associations. The administrator reposts new dancer information from other pages as appropriate and answers any enquiries that come to this page.

This page is also linked to the National Society webpage.

As indicated previously women 65 years and older are the predominant users of Facebook.

If we are to attract a younger group I believe we need to look at other social media sites. I have dabbled a little with Instagram but as a novice user of this platform I am still working through how to use this platform

Please note the data provided is only as good as the information provided by Facebook users.

Over the year 2023 according to Meta Business Insights visits to this page have increased by 177%. In looking at the insights provided by Facebook there were four spikes of increased visits to this page. However, they do not seem to match up to flyers that were placed on the page.

A boosted ad in May last year provided 2578 Impressions (total number of times the content is displayed) and reached 796 people at a cost of \$25.

Reels on Facebook are another way we can engage followers.

Regards

Rosalind Todd

