

# Dance Masters of America National Convention

## Instagram Social Media Report

### 2022-2023

#### Overview

What a year we have had! Thank you for letting me be your Instagram social media co-chair and giving me the chance to promote and feature all the wonderful chapters, dancers, and teachers within the organization. I feel like I get to see all the events happening throughout the year first hand, which keeps me excited and ready for nationals every year. One area that I want to continue to work on within the social media aspect, specifically Instagram, is creating a specific brand and marketing palette for Dance Masters of America. Having a strategic plan for marketing the different aspects of our organization throughout the year and not just nationals will help push growth. As social media continues to grow, Instagram is being used heavily by now three generations (Gen Z, Gen Alpha, Millennials). Using this to our benefit is a smart marketing move that DMA can continue to do. Let's keep on growing! - Michelle Tardibono, Chapter 27

Category/Analytic Section*	Data Representation*
Total New Followers since July 2022	1,900
Total Average Post Likes	599
Total Average Reel Views	111,050 views (18 reels total)
Total Reel/Video Views	6,109 views (highest reel was 14.5K)
Total Average Photo Views	3,700
Age Demographic Breakdown	14.1% - ages 13-17 <b>24.5% - ages 18-24</b> 15.4% - ages 25-34 <b>23.6% - ages 35-44</b> 16.2%- ages 45-54 4.2% - ages 55-64 1.8% - ages 65+
Profile Visits (from March 2022-July 6th 2023)	21,625
Impressions (from March 2022-July 6th 2023)	759,843

All data is represented since July 1 2022.

## Looking ahead into 2023-2024 we want...

- Continue to see chapter interactions grow. Even if it is small, start somewhere. You would be surprised how much it can grow just by posting once or twice a week. This year I didn't have any chapters to send me pictures to post.
- National instagram is going to begin doing Alumni spotlights on all the working alumni out in the industry. This may be something your chapter can help the national instagram with and we will tag the chapter that the dancer grew up in.
- Find a younger member in your chapter that could help you with social media. This is a great way for them to get involved in areas if they are not eligible to serve on the board yet or are freshly starting out within your chapter. Take lots of pictures and content at your events that can last you throughout the year when you aren't having chapter events.
- Monthly posts on our national instagram that let people know what is going on that month within chapters. I.e., post about November and list all the chapters that are having events within that month. This will require me to have chapter calendars but this can be done.

## MARKETING TACTICS

- Post about degreed membership to encourage members to apply for membership that have just graduated college from a dance program, or are in a gap period of performance jobs and are currently teaching.
- Separating Facebook and Instagram content. Specific content on instagram does not perform well on Facebook and vice versa.
- Come up with a marketing plan for Instagram and Facebook in terms of content and a "theme" design for nationals so all branding is cohesive and matches. Nationals marketing plan would start January - Nationals.
- Assign a DMA National Social media "emcee" or team for nationals that takes over Instagram for the week. Does live interviews, films updates, etc.
- Send out social media post guidelines to all the chapters so they know how to be filming / taking pictures for the national social media page to continue to promote cohesiveness across all chapters. This is simple as there are 3-4 things to do on an iPhone to enhance your pictures and videos for social media.
- Having access to IT Cinema and all their photos after nationals would help with posts and drive social media content further.