

# Northern Twisters Square Dance Club

Dancing in Prince George, BC since 1957!

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I'm Bill Cocker, a member of the Northern Twisters Square Dance Club and I have very recently become an administrator of the Northern Twisters Facebook page. I'm sending this out to members and friends of our Square Dance club who are interested in our club activities and who want to continue to develop and promote Square Dance.

Some of you will be very familiar with Facebook and probably some far more proficient than I am in its purpose and use. For those who aren't, I'd like to offer the following Facebook 101 (for those who are proficient please continue reading past the italic blue).

***What is Facebook?*** *A free social networking website that allows registered users (members) to upload photos and video send messages and keep in touch with friends, family and acquaintances.*

***What is a Facebook Page?*** *Allows members to create and promote a public page built around a specific topic. Northern Twisters has its own Facebook page.*

***What is a Facebook Group?*** *Allows members who have common interests to find each other and interact.*

***What is a Facebook Event?*** *Allows members to publicize an event, invite guests and track who plans to attend.*

- *Messages can be text, video or photos. Photos can be uploaded from the desktop or from a smartphone camera. There is no limitation on quantity, but Facebook staff will remove inappropriate or copyrighted images. An interactive album feature allows the member's contacts (who are called generically called "friends") to comment on each other's photos and identify (tag) people in the photos.*
- *Facebook offers a range of privacy options to its members. A member can make all his communications visible to everyone, he can block specific connections or he can keep all his communications private. Members can choose whether or not to be searchable, decide which parts of their profile are public, decide what not to put in their news feed and determine exactly who can see their posts. For those members who wish to use Facebook to communicate privately, there is a message feature, which closely resembles email.*

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*If you don't have a Facebook account, you can sign up for one (FOR FREE!) in a few steps:*

- *Go to [www.facebook.com](http://www.facebook.com).*
- *If you see the signup form, fill out your name, email address or phone number, password, birthday and gender. If you don't see the form, click Sign Up, then fill out the form.*
- *Click Sign Up.*

*If you don't want to use your existing email address (perhaps to remain more anonymous) then you can go to Gmail (<https://mail.google.com/>) or Hotmail (<https://www.hotmail.com/>) and create an email account specifically for your Facebook page. If you don't want anyone to see your picture on Facebook then use something else (a picture of a tree for example).*

## Why should we use Facebook to promote our Club (and Square Dance)?

1. It's **Free Advertisement**. Facebook is a free website for social networking. In fact it's the second most popular website on the internet with more than 100 million users. If you have something that you want to promote to the public, Facebook serves as the perfect, no cost outlet for advertising. We can fill our page with information about our Square Dance activities and opportunities (Facebook events, photos and videos) and allow our friends to discover the benefits of Square Dance for themselves.
2. It Allows Us to **Build and Maintain Relationships**. Realistically, everyone who adds us as a Facebook friend will not endorse all our Square Dance opportunities. However, when we establish a friendship, they will be more inclined to think about what we are offering. Although they may not be interested in what we have to offer right now, they might change their mind in the future; and when that happens, they know exactly where to find us. **THINK NEW DANCERS.**

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## How can YOU get involved?

1. **Get actively involved as a group (by this I mean all members and friends of the Northern Twisters who are on Facebook or by virtue of access to a computer could be on Facebook)**
  - "Like" the page. When you "like" the page (Hit the LIKE button on the top of the page) you will see all of the posts and updates on your Facebook timeline.
  - "Like" posts. Don't just read the latest post - if you think that it had any appeal, hit the "like" button.
  - "Share" posts. When something goes up about an event, an activity or anything that might appeal to someone else you face book with, hit the "share" button and share it on YOUR page with your face book friends.
  - "Comment". Get involved, express opinions and answer questions. A while ago, I put up a picture of a traffic sign & said "Guess the call" - 21 people looked at it but NO ONE answered. (BTW I was hoping someone would say You Turn Back). I'm happy to continue the guessing game, but it's hard without feedback.
  - Suggest new material, ideas, etc., by using the "message" button to contact the Facebook admin (that's me).
  - Post about other Square Dance activities that are happening in other areas (perhaps dances that you are attending or plan to attend - maybe someone else will come with you).
2. **Use the internet social networks that we might have outside of Facebook:**
  - Send emails to your email contact lists, inviting people to "Like" Northern Twisters on Facebook. Once people "Like" us on Facebook, we'll automatically show up on their news feed and can begin engaging with them socially. Note: when you do this copy & paste the following URL to your email message, so they know where to go (<https://www.facebook.com/Northern-Twisters-Square-Dance-Club-889393164415323/>)

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**3. Share a link to our Facebook Page on other social networks.**

- If any of you use Twitter or other social media, please send the link out (<https://www.facebook.com/Northern-Twisters-Square-Dance-Club-889393164415323/>).

**4. Promote our Facebook Page on all of our print marketing materials including business cards, flyers, signs, etc. — anywhere it can be visible.**

- 5. Tell anyone who will listen.** Start with our group and make sure that all our club members (especially new members) know that we have a Facebook page and a Web page. Encourage members to create a Facebook profile and join the conversation.

## **HERE'S THE BOTTOM LINE:**

***If no one knows the page exists and no one ever looks at it, it's not going to do a whole lot of good.***

***The more fans we have, the more our posts, pictures, and videos will reach the people we want to reach.***

Feel free to share this with anyone that I missed.

All the best  
Bill Cocker