

**making it
happen**

a toolkit for Youth Dance



MARKETING

In order to make your youth dance sessions a success, it is key to get people there... and keep them coming! During the Rural Steps project, the Dance Artists used a variety of methods to promote their new sessions, recruit dancers to existing sessions and raise the profile of the groups within their local areas. Below are a range of examples of ways to market your sessions. Further guidance on marketing can be found in the Getting Started section of this toolkit.



Image Credit: Matty Joplin

TASTER SESSIONS

Embedded in the Rural Steps project was a series of IGNITE and CREATE sessions, designed as tasters and experience days for young people to learn more about the youth dance groups. These sessions happened in schools, with existing community groups and as 'open days' for anyone to access. The main intention was to give young people an actual, practical experience of what the Youth Dance sessions would be like, meet group leaders, work intensively and get a sense of whether it was for them.

Within the podcast, young people reiterated the importance of these sessions in understanding what the offer is; it goes beyond words, images and trying to work it out from a description and lets them try it out for themselves.

Alongside Taster Sessions, young people have voiced that seeing recorded footage of groups in performance gives them a really clear sense of the dance style and the groups' identity. Ingleton Youth Dance produced a promotional video as part of the Rural Steps project which was shared via Social Media to give new dancers an insight into what they do!

You can watch it here:

<https://www.youtube.com/watch?v=lpSJmSF2GEg>



PRINT MARKETING

CREATING A LOGO

A logo can give the group an identity from early on and be attached to all your promotional material, giving clarity and continuity to your message.

When creating a logo, keep text minimal and clear, use a simple colour scheme, and work with one main colour, which can inform the rest of your marketing materials (flyers, posters, social media, clothing etc.)



FLYERS AND POSTERS

Flyers and Posters are fantastic ways to share information about your group whether in print, or digitally. The images and language you use help create an idea of what actually happens in your sessions. Finding high quality images which you have permission to use, or getting images taken of your group are a great resource to use in all forms of media. Alongside this, considering how much information you need to include and not overwhelming the reader will help draw them in. Further information can always go alongside your 'post' or on a website accessed via a clickable link.

- Keep the colour schemes simple
- Use images that are bold and eye catching and represent your session
- Keep text concise and easy to read, only include what they NEED to know (dates, times, venue, cost, age group & contact details for enquires and how dancers sign up)
- Add links to social media - this gives the reader a chance to see more of your work
- Add funders/supporters logos - this acknowledges them and also demonstrates confidence in, and the quality of, your session
- Get it proof read before you print!
- Download the design in print and standard formats where possible, being sure to check the file size is suitable for sharing via email etc.

SOCIAL MEDIA PROFILES

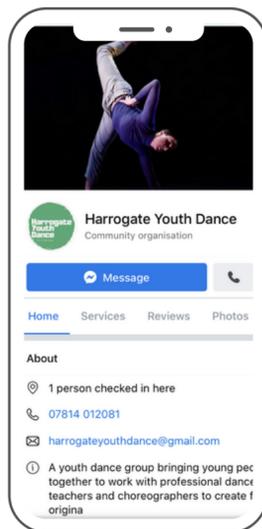
The Rural Steps Artists found Facebook and Instagram the most effective ways to advertise their sessions to young people and their parents/guardians. Some of the groups set up Facebook and Instagram profiles, as seen below, using eye catching images and group logos.

They used these profiles to advertise the class in general, capture and celebrate performances and key group activity, and as a communication channel for interested dancers and parents to get in touch.

facebook

You can find more examples here:

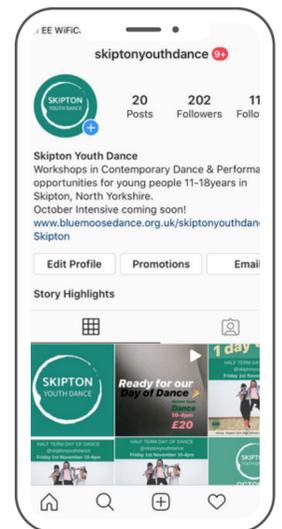
- facebook.com/harrogateyouthdance
- facebook.com/thirskiyouthdance
- facebook.com/youthdancenorthallerton
- facebook.com/ruralsteps



Instagram

You can find more examples here:

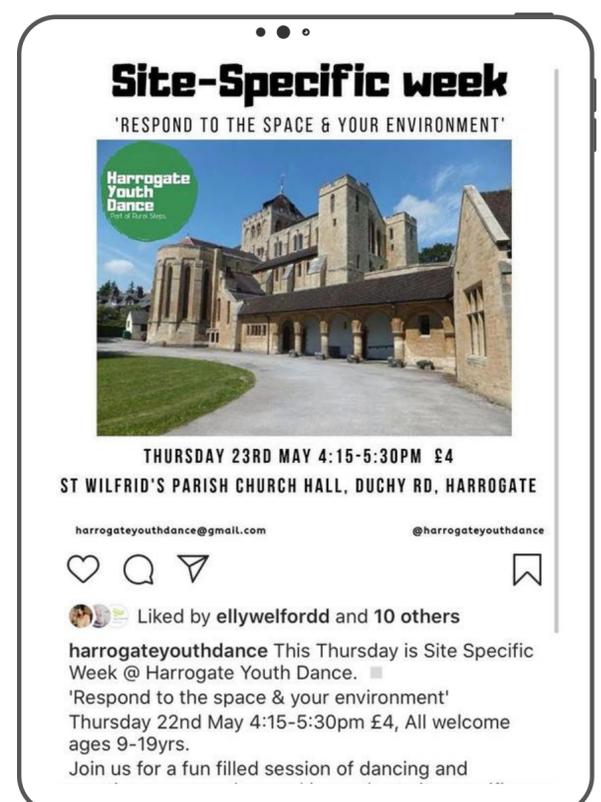
- @harrogateyouthdance
- @ingletonyouthdance
- @skiptonyouthdance



CONTENT

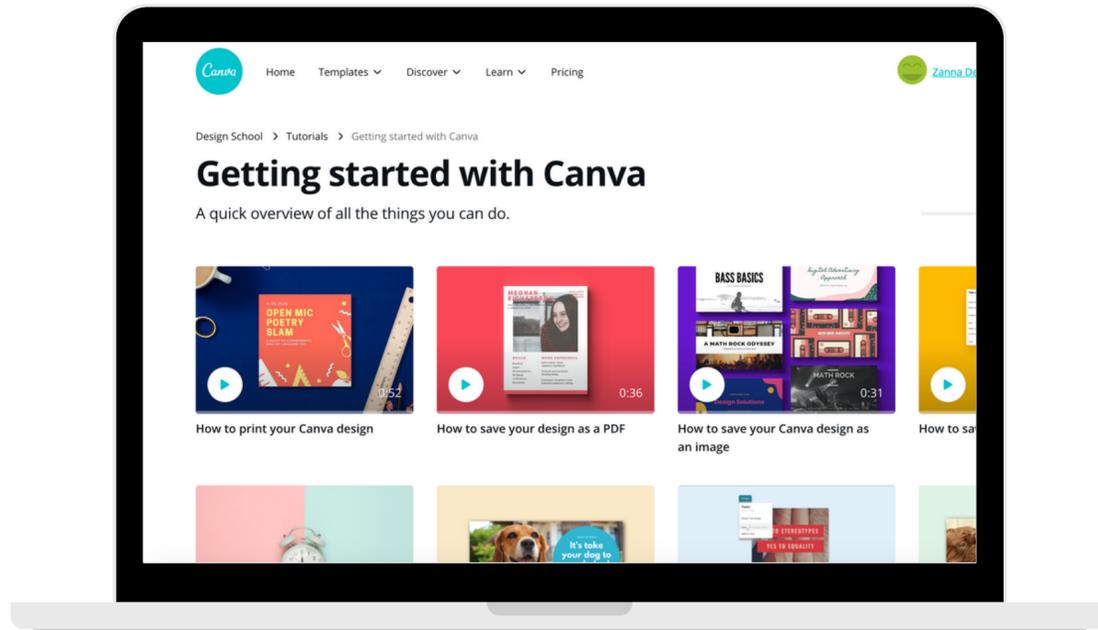
Other than promoting your general sessions, it is good to use your Social Media profiles to share further information about your group and the wider dance sector to help inform your audience and build an appreciation for dance. Consider sharing information on class teachers, upcoming projects or performances, highlights and achievements, and re-sharing articles, videos and inspiration from other dance companies and organisations.

Below are examples of content shared by Rural Steps artists:



DESIGN

Many of the Rural Steps artists used CANVA as a design tool for their social media and print marketing. Canva is free, easy to use and has many design templates to get you started. You can even design in the correct size formats to ensure it's optimised for your Social Media profiles.



Check out their design tutorials at
<https://designschool.canva.com/tutorials/getting-started/>