



This newsletter provides promotion and marketing ideas, shines a light on people in our dance community, provides history and general information about our much loved activity, and highlights provincial and national events. If you wish to contribute an article, or see an event, topic, person, or club featured, contact the editor.



## ARE YOU READY FOR THE FALL?

- by Claudia Littlefair, Editor

**To dance or not to dance?** What will the ‘covid situation’ look like in September or October? And if we do dance, do we even remember how to dance? (Or call? Or cue?) For some of us, it’s been months since we’ve even thought of a dance floor.

**Good news! The September long weekend Convention in Edmonton can be your refresher course!** You’ll be dancing with people who are all in the same boat PLUS you’ll have a lot of fun as you meet up with friends you haven’t seen in a long while. I know the Convention Committee has been working twice as hard - once to plan the cancelled 2020 Convention and once to plan this one! They’ve put together a safe and viable Convention tailored to all our needs. Hope to see you there!

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## LINE-UP OF DANCE LEADERS AT 2021 ALBERTA CONVENTION

September 3<sup>rd</sup> to 6<sup>th</sup>, Edmonton

- ❖ **Square Dance Callers**- Norm Demeule, Tom Dakers, Steve Edlund, Murray Few, Dwight Fry, Bill Hilchie, Larry Jeske, Wendy Krueger, Dan Lemoine, Dave Littlefair, Wayne Russell, Phil Sedgwick, Gary Smith, Lorne Smith, Joe Uebelacker
- ❖ **Round Dance Cuers** - Gary Dean, Norm Demeule, Dwight Fry, Wendy Krueger, Claudia Littlefair, Mary Nelson, Lorne Smith and Peter & Stella Tenant
- ❖ **Clogging Instructors** – Barb Bizovie, Birgit Blizzard, Lyle Boswall, Adele Brewer, Donna Bruce, Barbara Guenette, Wendy Hamer, Danielle Kraus, Ida Murray, Sharon Robertson
- ❖ **Contra Leaders** - Lona Ani, Dave Patterson, Gary Smith

## 52 ALBERTA CONVENTIONS - WHEN & WHERE

1969	FIRST ONE! Red Deer	1987	St. Albert	2005	Ardrossen
1970	Lethbridge	1988	Lethbridge	2006	Rocky Mountain House
1971	Edmonton	1989	Cochrane	2007	Strathmore
1972	Calgary	1990	Red Deer	2008	Wainwright
1973	Grande Prairie	1991	Medicine Hat	2009	Calmar – AGM Only
1974	Edmonton	1992	Sexsmith	2010	Rocky Mountain House
1975	Calgary	1993	Strathmore	2011	Wainwright
1976	Red Deer	1994	Spruce Grove	2012	High River
1977	Lethbridge	1995	Sundre	2013	Lacombe
1978	Edmonton NATIONAL	1996	Edmonton NATIONAL	2014	Leduc
1979	Grimshaw-Peace Block	1997	Medicine Hat	2015	Lacombe
1980	Calgary	1998	Lloydminster	2016	High River
1981	Red Deer – Central	1999	Strathmore	2017	Edmonton
1982	Edmonton	2000	Olds	2018	Lacombe
1983	Medicine Hat	2001	Leduc	2019	Lacombe
1984	Gr.Prairie-Peace Block	2002	Lloydminster	2020	Edmonton CANCELLED
1985	Sundre	2003	Springbrook		
1986	Calgary NATIONAL	2004	Calgary NATIONAL		

**2021 Edmonton!**

# 52<sup>nd</sup> ANNUAL ALBERTA CONVENTION 2021

Edmonton, Alberta, Canada

*Labour Day weekend is coming soon and our AB Convention Committee is finalizing plans!*

**DEAR DANCERS,**

If you have not danced or danced very little over the last year and a half, you are in good company. We are all feeling 'out of practice', dance leaders included! Our committee is working to create a safe and caring atmosphere for you to return to dancing, as well as renew acquaintances! Leaders are designing their programs to ease us back to dancing, to ensure a fun return to our activity.

**We know you have concerns due to COVID-19.** Our convention will always comply with Alberta Health and City of Edmonton requirements. We recommend that you have two vaccinations and wear a mask while attending our convention. Please bring your own hand sanitizer and use it frequently. Bring your own water bottle; there will be no water stations inside the dance halls. The convention centre has hands free water bottle stations for your use. You will be required to sign a liability waiver in order to attend. Full refunds will still be provided if we cancel the convention due to COVID-19.

*We have cancelled a free dance planned for West Edmonton Mall on Thursday September 2<sup>nd</sup>. We have also cancelled group attendance of Jubilations Dinner Theatre on Thursday September 2<sup>nd</sup>. (No production that evening.)*

- ❖ **Dance forms at the convention** include Square (Mainstream, Plus, and Advanced), Choreographed ballroom (Rounds), Clogging, Contra, and Community Fun Dance.
- ❖ **Introductory sessions for registrants** will be provided according to interest.
- ❖ **Attend a seminar:** "Social Connections - The Key to Club Success", presented by Claudia Littlefair.
- ❖ **Masquerade Mardi Gras Ball** on Saturday
- ❖ **After Party with Live Music** on Sunday.

**Please keep in mind: August 15<sup>th</sup> is the next best registration rate deadline.**

Check out our webpage, for information and registration: <http://www.communitydance.net/convention2020.html>



See you across the dance floor,  
**Gary & Eileen Smith**  
*Chair couple of the 2021 Alberta Convention Committee*  
Email: [eileensmith778@gmail.com](mailto:eileensmith778@gmail.com)



**ALBERTA SQUARE & ROUND DANCE FEDERATION**



Central Lions  
Recreation Centre  
11113 - 113 St NW,  
Edmonton, Alberta

SEPTEMBER 3 - 6, 2021

Information & Registration:  
[www.communitydance.org](http://www.communitydance.org)



Proudly Hosted By:






CONVENTION PROGRAM AT A GLANCE - September 3 - 6, 2021

	Auditorium Main Entrance	Gymnasium	Small Auditorium Room 8	Room 7	Room 4	Room 10 Music Room	Fitness Studio
	Plus	Mainstream	Rounds	Advanced	Clog Overflow	Meeting	Clogging
<b>Friday Night September 3, 2021</b>							
7:30 PM-10:00 PM	<i>Trail In Dance Pre Rounds 30 min Mainstream 120 min</i>						
<b>Saturday September 4, 2021</b>							
9:00-9:30 AM	<i>Opening Ceremony No Banner Parade 30 min</i>						
9:50-10:30 AM	<i>Showcase of Rounds</i>	Mainstream 9:50 to 11:50	Rounds 10:40 to 11:50	Advanced 9:50 to 11:50	Clog Overflow 9:50 to 11:50	10:50 to 11:50 ASRDF Executive Meeting Private	Clog Workshop 9:50 to 11:50
10:30-11:50	Plus Dancing 10:30 to 11:40						
	<i>Hall set up</i>						
12:00-1:00PM	<i>ASRDF General meeting bring lunch</i>	Lunch Break					
1:00-5:30 PM	Plus	Mainstream	Rounds	Advanced	Clog Overflow/Fun Dance		Clogging Workshop
5:30-7:00 PM	Dinner Break						
<b>Saturday Evening Theme - Mardi Gras [check out our 'Selfie Booth']</b>							
7:00-8:30 PM	Plus-Dance	Mainstream- Dance to 8:30	Rounds-Dance to 8:30		Clog Overflow		Clogging Workshop
8:30-9:30 PM	Mainstream Singers & alternating Rounds						
<b>Sunday September 5, 2021</b>							
9:00-10:00AM	Church & Memorial Service <i>all are welcome</i>	No Dancing					
10:00-Noon	Plus	Mainstream	Rounds	Advanced	Contra		Clogging
LUNCH BREAK Noon-1:00pm						Seminar: 'Social Connections - The Key to Club Success' 12 to 1 bring a lunch	
1:00-5:15 PM	Plus	Mainstream	Rounds	Advanced	Contra		Clogging
DINNER BREAK 5:15-7:00PM							
<b>Sunday Evening</b>							
7:00-9:00 PM	Plus Dance, with Rounds to 9:00PM	Mainstream Dance, with Rounds to 9:25PM	Rounds Dance to 9:25PM		Contra to 9:00 PM		Clogging to 9:25PM
9:00-9:30 PM	<i>Hall set up</i>						
9:30-11:00 PM	Closing Ceremony, After Party with Entertainment						
<b>Monday Morning September 6, 2021</b>							
10:00 AM-noon	Trail Out - Mainstream & Rounds (Hosted by Calgary & District)						
<i>Final facilities clean up</i>							

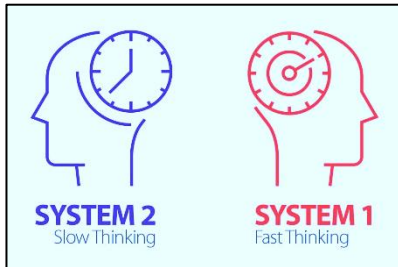


## THINKING FAST & SLOW FOR SQUARE DANCERS

- by Calvin Campbell

*Have you ever thought about what has to happen in a dancer's brain when they square dance?*

There is a book named *"Thinking Fast and Slow"* by Daniel Kahneman that can be applied to square dance calling and square dancing.



**The human brain uses two systems.** The first system, Mr Kahneman labels as System 1. **This system "operates automatically and quickly and no sense of voluntary control."** Round dancers often use System 1. Once a round dancer starts a memorized sequence of moves in a dance routine, such as a two-step, System 1 controls most of the movements.

Mr. Kahneman states that **"System 2 allocates attention to the effortful mental activities that demand it, including complex computations. The operations of System 2 are often associated with subjective experience of agency, choice and concentration."**

**That sounds a lot like how we Modern Western Square Dance now.** Every time a dancer hears a caller speak a square dance "basic", the dancer searches their memory for a definition of the movement that "basic" describes. If they correctly understand the application of the "basic" in the context of what they are presently doing, they can execute the "basic" correctly.

**If the dancer is an experienced dancer, their brain uses mostly System 1 because the information is firmly implanted in their memory. If they are new dancers, they use System 2 because they aren't really sure what the caller means.**

If they are an experienced dancer and the call is trying to keep-them-on-toes then System 2 gets involved. Almost all learning requires constant interaction between System 1 and System 2. **System 1 does not take over until new dancers have spent years practicing square dancing.**

**Modern Western Square Dancing complicates the problem.** Modern Western Square Dancing requires that eight team members in a square all understand the definition of each "basic" the same way and how each "basic" is applied in the context of what they are currently doing. That is expecting a lot from a square of dancers with varied experience and skills.

Square dancing and other team dances are only possible because the dancers practice together frequently. They practice the "basics" hundreds of times from dozens of formations and arrangements of dancers.



**However, something simple such as 'right and left through' is not always interpreted the same way by all square dancers.** Some square dancers may have difficulties dancing 'right and left through' from formations such as 'ocean waves'. Who is the person opposite you? Who is the person you need to 'courtesy turn'? Each context requires a different set of movements at the starting point and different actions to reach the ending point. The dancers need to know how the definition applies in many different formations. All of this involves System 2.

**Any involvement with System 2 causes "stress". In the present edition of Modern Western Square Dancing, the stress level is often high.** The dancer seldom knows if what they are dancing is right or wrong for extended periods of each tip.

The dancer can only be successful if all the dancers in a square have practiced every "basic" from dozens of different formations and arrangements hundreds of times over months and perhaps years. At that point, the knowledge resides in memory, and the action is carried out by System 1.

In most other dance formats, dancers are taught a series of repeating movements, usually based on the phrases of music. These sequences of movements are practiced until they can be quickly recalled from the brain by System 1 without having to involve System 2.

**Traditional Square Dances and Contra Dances work on set sequences of movements.** These are known as dance routines or modules. They are blocks of information that are practiced, processed, and stored in the memory of the dancers. They can be fitted together like pieces of a puzzle to produce dances that please the mind and body.

**Modern Western Square Dancing has adopted a different system.** It has broken down the dance routines into many, many small chunks we call “basics”. Each “basic” is defined very precisely. Sometimes the description of a “basic” can contain several paragraphs. Callers are supposed to know how to mix and match these “basics” to produce dances that please the mind and the body.

**The mind and the body of the vast majority of people prefer to work more with System 1 actioned.** In dancing, the majority of dancers think of dancing as blocks or modules of action rather than as collections of individual short movements (basics). To put it into square dance terminology, dancers like strings of commands they have danced many times much better than they like close-order-drills.



**Close-order-drill requires the constant consultation of System 1 with System 2 to hopefully get it right. This, in turn, causes stress, which results in fatigue. Most square dancers don't mind thinking a little, but don't make them think a lot.**

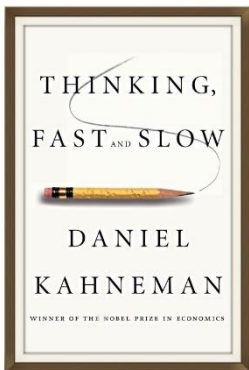
As callers, we often hear other callers talk about “keeping the dancers on their toes”. **The phrase essentially means keeping the dancers under constant stress.** That may be what a small population of square dancers desire, but it's certainly not what most dancers want.

**Average dancers don't need to be kept-on-their-toes. They are stressed every time they get up to dance.** What they have stored in their memory is often in direct conflict with what the caller is telling them to do. Why? Because, in 2020,

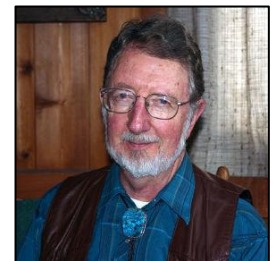
many callers feel every sequence of “basics” must be different than any other sequence of “basics” the dancer has heard before. This is in direct conflict with what the minds of most dancers want to hear.

**It's a lose-lose situation. Modern Western Square Dancing is killing itself off by demanding more from most newer dancers than they can deliver until they have had years of practice.** It also explains why, when square dancing became square puzzle solving, that many dancers left the recreation and why we can't recruit replacements.

**All of the above is fact. It's not speculation. The proof is laid out clearly in “Thinking Fast and Slow”.**



**About the Author:** Calvin Campbell is a long time and renown square dance caller. He has written numerous articles and several books on the subject and conducted many workshops. The most recent book is “All About Modules”. Cal has been leading Community Dances and Beginner Dance Parties for over 60 years. He is the senior author of the book “Dancing For Busy People” and the author of “Teaching New Dancers”. Cal has been a member of the CALLERLAB Board of Governors for many years and is a Mile Stone Award recipient. This is the highest award CALLERLAB can bestow on any individual. The primary purpose of the award is to recognize outstanding and significant contributions to the field of square dancing.



- Why do cows wear bells? Because their horns don't work. • What's the definition of a will? It's a dead give-away.
- Parallel lines have so much in common. It's a shame they'll never meet. • A hang-over is a wrath of grapes.
- My wife accused me of being immature. I told her to get out of my fort. • A chicken crossing a road is poultry in motion.

## THE LIGHTER SIDE OF DARKNESS - by Dee Jackins



*Dee is an avid square and round dancer and enjoys writing. She shares the lighter side of some of her experiences, challenges and near disasters as a sight impaired person. See issue #2015-6 for her complete story under "Chatter Close-up".*

**Going back a few decades to 1954 when the movie 'Magnificent Obsession' came out, starring Jane Wyman and Rock Hudson.** Jane played the role of a totally blind lady and for some reason I was really touched. If that ever happened to me, I'd certainly appreciate having all the services provided for her in this film, otherwise how can one manage?

**Then the movie 'Wait Until Dark' rolled out onto the screen in 1967 with Audrey Hepburn and Allan Arkinn.** She was also blind. My vision was still 20/20 at that time but after watching this movie, I couldn't imagine facing such a challenge. Little did I know - this was in my future.

**For some reason I remember those two movies quite well.** Sometime in the early '90's, a theatre group from the Vancouver area had come to Calgary to present 'Wait until Dark' at the Pleiades Theatre in downtown Calgary. The actress performing the main role had contacted the C.N.I.B. to request some assistance from someone who was blind so she could watch how one maneuvers in her own home. My name was mentioned and when I received the call I was more than pleased to assist her in any way possible. All I had to do was to go about in my normal routine as she observed.

**I brewed up a pot of tea, discussed every aspect of my movements which might possibly help her in her challenge of acting blind.** After a pleasant afternoon, she was very gracious and it turned out to be a very interesting session, many questions were answered and it definitely cleared up any doubts she may have had. This lady had very kindly provided passes for the family to attend the premiere of this wonderful play at the theater. (Even though I was unable to see the stage, my mind's eye was working quite well.)

**These small requests can certainly turn a rather mediocre day into a most wonderful experience! Tomorrow is another day - I'm always looking forward to new adventures.**

**When the Calgary Stampeders and Winnipeg Blue Bombers played in the Grey Cup back in 1992,** it was held in Toronto and Calgary came out the champs with a 24 - 10 win. In January of 1993, the Grey Cup was on display at McMahon Stadium for family and friends to celebrate with the coaching staff. Wally Buono was Head Coach and Tom Higgins was Assistant Coach, who was a good friend of my Aunt's. She received an invite to attend and I was fortunate enough to be included to enjoy this celebration. It sure didn't take much coaxing for me to accept this invitation. Doug Flutie was the quarterback and I managed to get a picture of the Grey Cup in front of his locker. Unfortunately the Stampeders team was nowhere to be seen, but it certainly was an awesome day.

**A very good friend of mine and I were having a discussion one day when the comment "With your handicap ..." was mentioned.** My ears perked up and my arm swung out automatically to protest this remark. I made good contact with this unsuspecting victim. That got his attention! My quick response was "I'm not handicapped; I just have very lousy eye sight!" I'm often reminded of this statement but that's my story and I'm sticking to it.

**Hope to 'see' everyone on Labor Day weekend at the Convention in Edmonton. It should be very interesting after all this confinement. 'See 'you across the square!**

Most seniors never get enough exercise. In his wisdom, God decreed that seniors become forgetful so they would have to search for their glasses, keys and other things thus doing more walking. And God looked down and saw that it was good.

Then God saw there was another need. In his wisdom he made seniors lose coordination so they would drop things requiring them to bend, reach and stretch. And God looked down and saw that it was good.

Then God considered the function of bladders and decided seniors would have additional calls of nature requiring more trips to the bathroom, thus providing more exercise. God looked down and saw that it was good.

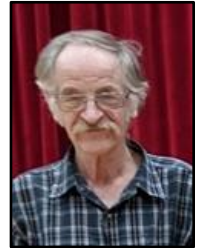
So if you find as you age, you are getting up and down more, remember it's God's will. It is all in your best interest even though you mutter under your breath.

## **KELLY'S KORNER - by Kelly Thompson**

*Kelly started square dancing in 2016 after being coerced by his sister. He admits that he would have never walked into the club on his own. He has since found a whole new way of looking at life, a community of new friends and personal confidence that didn't exist before.*

### **LEARN THE DANCE**

I have for a while said to people we have four reasons to square dance. These reasons I list in order of priority being:



- 1. It is an excuse to get out of the house.** People tend to want to stay at home and as such my mother used to say to get out you are starting to smell like a house plant. Some people may not think that is all that bad but that could be in the nose of the beholder.
- 2. The second reason I give is that we are social animals and need to be with people.** That can be a hard thing at first because we are like the yolk of the egg, insulated from the world while being protected by the shell of our house. It isn't always easy to break that shell to step into public and really to learn to be alive. That is especially difficult for those who have had serious problems to work through whatever those may be.
- 3. The third reason I give; to learn to square dance is to partake in the offerings at the snack table.** Jesus fed 5000 with two fish and a bit of bread. No one knows how that worked but I think he invented the offering instead. People kept putting stuff in the baskets to help Jesus with a free meal. Our snack table has some of the most wonderful offerings by some of the world's greatest people and it is all there for us to enjoy. It is also not a bad place to mix, mingle and to get to know people; some of them don't actually bite much. (That could be the false teeth.)
- 4. The fourth reason I tell people to learn to square dance is to learn to square dance - but only if you have to.** We have well over two thousand calls if you count the ones I keep forgetting and have to relearn each time out so I tell people you can never learn everything. Each dance can be a new experience and of course you will make mistakes. We are here for the fun and especially reasons 1, 2, and 3. With any luck you will be allowed to learn as much as you can at the speed you want to learn at.

**I also tell people that once you learn the program you can travel in many counties, plan a holiday simply around travelling from square dance to square dance.** As you do you will meet a lot of people and with a move called the right and left grand you will shake hands with half of them. You are not simply learning to square dance you are being adopted by an entire very large family.

**Are square dancers perfect?** We are the best we can be but we are not perfect and don't expect others to be either. Is square dancing safe? It is as safe as it can be but if you want safe that is at your house. Inside my house is a heartbeat which I suppose classifies as life but there is no dancing. It has been my observation, learning to dance is learning to live; life is a lot more than just a heartbeat and square dancing simply sets the rhythm.

**Crack the shell, check out our dance hall and see for yourself what is on the inside of our living, dancing bubble. Come learn the life.**

Q. How many Lutherans does it take to change a lightbulb?

A. Change?

Q. How many consultants does it take to change a lightbulb?

A. I'll have an estimate for you a week from Monday.

Q. How many Dell Tech Support people does it take to change a lightbulb?

A. Ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ring-ring, ...

Q. How many feminists does it take to change a lightbulb?

A. That's not funny!

## 17 SIMPLE WAYS TO INCREASE FACEBOOK ENGAGEMENTS

Source: Excerpts from *blog.hootsuite.com* - by Christina Newberry, December 20, 2018

*Learn how to easily increase Facebook engagement (comments, likes, shares, and more) with these 17 tips and tactics that actually work.*

Facebook engagement is any action someone takes on your Facebook Page or one of your posts. The most common examples are likes, comments, and shares, but it can also include checking in to your location or tagging you in a post.

Facebook engagement matters because it can help extend organic reach. First, engagement helps boost your News Feed placement based on the Facebook algorithm.

And second, likes and shares expose your posts to your audience's extended network. DPNY Beach Hotel and Spa found that each like or share extended their reach to six or seven new people. That's a lot of extra exposure at no extra cost.

Finally, engagement also indicates that your audience is, well, engaged. And an engaged audience that wants to interact with your brand is something every marketer should aim for.



### Seventeen tips that actually work:

#### 1. Teach, entertain, inform, or inspire

Your Facebook audience is not looking for a sales pitch, and they're certainly not going to engage with one. They want to engage with content that will make them smile, make them think, or improve their lives in some way. To create content that connects with fans, you'll need to...

#### 2. Get to know your audience

What you find entertaining or inspiring is not relevant. When you're seeking engagement, it's your audience's wants and needs that matter.

#### 3. Keep it short

The vast majority of people use Facebook mobile devices—a whopping 88% of them. Facebook's data shows that people scrolling through News Feed on their mobile devices spend just 1.7 seconds to consume an item of content. Even people browsing on a computer only spend 2.5 seconds per content item. Source: Facebook  
The good news is that people can recall content after seeing it for just 0.25 seconds. But you need to act fast to get their attention.

**Keep your post short and sweet to capture attention quickly and entice users to stop scrolling and engage.**

#### 4. Focus on quality

With people moving through content quickly, there's no time for sub-par graphics, videos or text. If you're running out of original content to post, content curation can be a great way to share quality, informative content that gets your audience excited.

#### 5. Use (great) images

Facebook posts that include a photo see higher than average engagement rates. Simple shots work well. Facebook suggests a product close-up or a customer photo.



#### 6. Make a video, or broadcast live

Video posts see even higher engagement than photo posts. Like photography, videography can be simple and inexpensive, and you can get started using your mobile phone.

#### 7. Ask a question



An interesting question is a great way to kick off an active comments thread. Here are some ideas to get you started.

- How do you [complete this action]?
- Why do you [like this event or brand]?
- Do you agree with [a notable statement, event, person, etc.]?
- What's your favorite [fill in the blank]?



### 8. Respond to fans

If someone takes the time to comment on one of your posts, make sure to reply. No one likes being ignored, and fans who engage with your posts want you to engage in return.

### 9. Test everything

You know how the saying goes about what happens when you assume. On Facebook, there are tons of opportunities to learn what your fans like, and what they don't.

### 10. Post consistently and at the right times

Since the Facebook News Feed is based on an algorithm, your fans will not necessarily see your content the moment it's posted. Still, "when was this posted" is one of the signals for the Facebook algorithm. And Facebook itself says that you're more likely to see engagement if you post when your fans are online.

The most important thing is to post consistently, so your audiences come to expect to see content from you regularly. Facebook recommends posting at least two or three times per week.



### 11. Drive traffic from other sources

People who are already interacting with you on other channels are a great source of potential engagement. Make sure they know where to find you on Facebook.

Try adding a link to your Page on other social networks. Link to Facebook from your website and email signature. Include a Facebook plugin on your blog to highlight your latest posts, or embed a post directly in a blog post.

Fans can like the post without leaving your blog, or click the comment button to transfer over to Facebook to join the conversation.

Don't forget about offline materials. Include your Facebook page URL on your business cards, posters at events, and packing slips.

### 12. Get active in Facebook groups

Creating a Facebook group is a great way to get fans involved and engaged. More than 200 million people are members of Facebook groups that they consider to be meaningful. And those meaningful interactions in groups can create brand loyalty and lead to engagement on your Facebook page.

Joining other relevant Facebook groups is also a great way to connect with fellow entrepreneurs and thought leaders in your industry.

### 13. Use Facebook Stories

Like Instagram Stories, Facebook Stories appear at the very top of the News Feed. That's a great placement for drawing eyeballs to your content.



This informal way of sharing content allows you to post as often as you like, without worrying about overwhelming your fan's News Feeds. And since people expect production quality to be lower on Stories, you can be more personal and in-the-moment to build a stronger personal connection with followers.

That stronger connection builds desire to see more of your content, making followers more likely to check out—and engage with—the content posted on your page. In an Ipsos survey of stories users commissioned by Facebook IQ, 62% of people said they became more interested in a brand or product after seeing it in a story.

**14. Add a call-to-action button**

A call-to-action button gives people Facebook engagement options beyond liking, sharing, and commenting. Your CTA button can ask viewers to:

- Book an appointment
- Contact you (including through Facebook Messenger)
- Watch a video
- Click through to your website
- Shop your products or see your offers
- Download your app or play your game
- Visit and join your Facebook Group

**15. Get verified**

People want to know who they're talking to online. This applies to brands, too. A verified badge shows visitors that you're the real deal and they can feel safe engaging with your posts.

After all, no one wants to be the one to like or share a post from a fake page misrepresenting a brand.

**16. Avoid engagement bait**

When you're hoping for likes and shares, it might be tempting to ask for likes and shares. Don't do it! Facebook considers this engagement bait and will penalize you by downranking your posts in the Facebook algorithm.

As mentioned above, it's fine to ask a genuine question, or ask your followers for their opinion or feedback. You cross the line when you ask for a comment that doesn't indicate any real thought or consideration.

**17. Boost your Facebook posts**

Boosting a post is a simple form of Facebook advertising that allows you to get your post in front of more people, and thereby increase your chances of engagement.

## WHY WE NEED TO KEEP DANCING

- by Claudia Littlefair, Editor

Over the past several years I've had the opportunity to conduct promotional/advertising workshops for various square dance groups. One of the exercises is to come up with the benefits that we get from dancing. The list of benefits is always similar and clearly points out why our dance community is so important. Here's the list of benefits:

- |                       |                           |                            |
|-----------------------|---------------------------|----------------------------|
| • Connectedness       | • Better Self-Esteem      | • Purpose                  |
| • Belonging           | • Confidence              | • Success                  |
| • Acceptance          | • Inclusion               | • Social                   |
| • Positive Feelings   | • Pride of Accomplishment | • Physical Contact         |
| • Companionship       | • Validated               | • Fun                      |
| • Energized           | • Cared About             | • Brain Health             |
| • Happiness           | • Part of a Team          | • Mental Stimulation       |
| • Stress Reliever     | • Satisfaction            | • Non-Competitive          |
| • Friendship          | • Supported               | • Better Health            |
| • Positive Self-Image | • Valued                  | • Coordination             |
| • New "Family"        | • Motivated to Go Out     | • Improved Well-Being      |
| • Brighter Future     | • Elevated Mood           | • Improved Quality of Life |
| • Hope                | • Fulfillment             | • Improved Health          |

Because many of us have not been able to meet and dance together for the last 18 months or more, I think the importance and significance of these benefits is even greater now. We need to keep dancing!