

SOCIAL MEDIA INSTRUCTIONS FOR ALL ARTISTS: DANCE CHICAGO 2012

We anticipate your help as well as ALL your dancers' assistance with the following:

Social Media: Facebook, Youtube, Twitter

Eblasts

Flyers / Posters

Preview Articles Calendar Listings

“Like” Dance Chicago on FACEBOOK: <http://www.facebook.com/dancechicagofestival>

We will be doing a lot of communicating through our Facebook page and MUST have your company and each of your dancers as “fans” in order to do so. Simply visit the link below and click “like.” If your group doesn't yet have a Facebook page, this is a great time to create one. We can help you do this if you don't know how. Just ask.

Follow Dance Chicago on TWITTER. <http://twitter.com/dancechicago>

If you tweet and if ANY of your dancers tweet, please follow us @DanceChicago and we will do the same. Again, much of our communicating will be through Twitter and we need you to “follow” us to make this effective. Every time you tweet about the Festival; using the Hashtag #DanceChiFest will be a great help to organize tweets, search ability, and build a greater community around the Festival.

Subscribe to our YouTube account. www.youtube.com/dancechicagofest We will be regularly posting videos of shows, rehearsals and other extras.

Want a Full House for your performance? Here's how simple it is to accomplish this:

1. We ask that you invite and share the “event” that will be created for each Festival. These “events” will become public and shared on our Facebook wall before your show date.
2. We need you to invite your “friends” and promote them on your personal page by using the “share” button.
3. Also, we ask the week before your show you post at least once on the Dance Chicago page. This can be a simple anecdote about a rehearsal or a photo/video of your dance, etc. This will help us drive traffic from all your separate places to one central location, the Dance Chicago Facebook and website.
4. When you post or tag a dance group on your Facebook page be sure to highlight the group (example: by hitting @DanceChicago). A drop down menu will show, click the correct option, and then it will either inform that page or show up on the page's wall depending on privacy settings. (We prefer you allow the post to show during the festival if possible)
5. Please, make sure you check-in on Dance Chicago's Facebook page & use the Twitter Hashtag #DanceChiFest as soon as you get to the theatre on the date of your performance. This let's everyone know where you are, and is proven to create a buzz & get people in the door.

6. Finally, when you check-in on Dance Chicago's Facebook page: tag your friends, fellow dancers, your dance group's page & any pictures at the theatre. What better way to create more hype & get people excited about the Festival!

This should all take you less than 5 minutes, but it will make a huge difference for the festival's visibility and success. This list must be completed before a tech time can be confirmed. Thank you all for your hard work, dedication and understanding as we work together.

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