


UNITED SQUARE DANCERS OF AMERICA
SQUARE DANCE – AMERICAN FOLK DANCE



Do You Hear What I Hear? Using Newsletters and Other Forms of Social Media to Get the Word Out

Presented by:
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Larry Dunkel, Editor, USDA News
Milene McCall, USDA Social Media Director
Bonnie Abramson, Beyond The Dance Floor Coordinator

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USDA Social Media Outlets

- ❖ Website: www.usda.org
- ❖ YouTube:
<https://www.youtube.com/watch?v=BdyZYMmrJLk>
- ❖ Facebook Group:
 - ❖ <https://www.facebook.com/groups/314405916617>

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USDA Social Media Outlets

- ❖ Quarterly Newsletter: *USDANews*
- ❖ Email Notifications & Announcements
- ❖ USDA “*Beyond The Dance Floor*” Webinar Series

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Why Social Media

- ❖ Inexpensive & Wide-Spread outreach
- ❖ Easy for recipients to share information with others
- ❖ Can create calendar events that can be added to personal calendars

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USDA Website

- ❖ General Information about USDA
- ❖ Source for all USDA Publications
- ❖ Contact information for USDA Executive Committee members
- ❖ Current and back issues of USDA News
- ❖ Links to Facebook page and other dance organizations

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USDA Website

- ❖ Information on USDA Annual Meeting
- ❖ Link to USDA Webinar Series
 - ❖ Schedule of upcoming webinars
 - ❖ Handout materials and audio recordings of previous webinars

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USDA Website

- ❖ Youth Scholarship Information
 - ❖ Application forms
 - ❖ Photos and essays from past scholarship recipients
- ❖ Links to order USDA logo apparel and badges

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USDA News

- ❖ Quarterly Newsletter
- ❖ Print and Digital Subscriptions
- ❖ Advertising Opportunities
- ❖ Feature Articles
- ❖ Program Updates

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USDA News

- ❖ Quarterly publication covering all aspects of the Square Dance activity.
- ❖ Each issue is 32-36 pages
- ❖ Offered free of charge to all known dance publication editors; leaders of state, national and international organizations, and to USDA Affiliate, Officers and Directors.

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USDA News Advertising

- ❖ Advertising Deadlines
 - ❖ December 1 for Jan – Mar issue
 - ❖ March 1 for Apr – Jun issue
 - ❖ June 1 for Jul – Sep issue
 - ❖ September 1 for Oct – Dec issue

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USDA News Advertising Rates

- ❖ Half Page
 - ❖ Color - \$25
 - ❖ Black & White - \$20
- ❖ Full Page – One Side
 - ❖ Color - \$45
 - ❖ Black & White - \$35
- ❖ Full Page – Two Sides
 - ❖ Color - \$60
 - ❖ Black & White - \$50

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USDA News Subscription Rates

- ❖ Print Edition - \$6 per year
- ❖ Complimentary subscriptions (renewed annually) are available to editors of other square dance publications or Association/Affiliate Officers

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USDA Facebook Group

- ❖ Under name **United Square Dancers of America**
- ❖ Public group but you must request to join our group
- ❖ Group is monitored; no sales allowed
- ❖ Great place to post your dance events – special dances, festivals and conventions

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USDA Facebook Group

- ❖ Members from all over the World
- ❖ USA – 1306
- ❖ Canada – 21
- ❖ Germany – 19
- ❖ Sweden – 5
- ❖ Australia – 5
- ❖ Taiwan – 3
- ❖ Denmark – 3
- ❖ Nigeria – 3
- ❖ Belgium – 2
- ❖ Philipines - 2

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USDA Facebook Group

❖ Top Cities Represented:

- ❖ Los Angeles, CA – 13
- ❖ Mesa, AZ – 12
- ❖ San Diego, CA – 9
- ❖ Chicago, IL – 8
- ❖ Boise, ID – 7
- ❖ Mission, TX – 7
- ❖ Columbus, OH 7
- ❖ New York, NY – 7
- ❖ Las Vegas, NV – 7
- ❖ Topeka, KS - 7

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USDA YouTube Channel

- ❖ Webinar Series Recordings
- ❖ Videos from National Convention Dancing
- ❖ Highlights from USDA Executive Committee Meetings & Activities
- ❖ More exciting stuff to come!
- ❖ Links from www.USDA.org

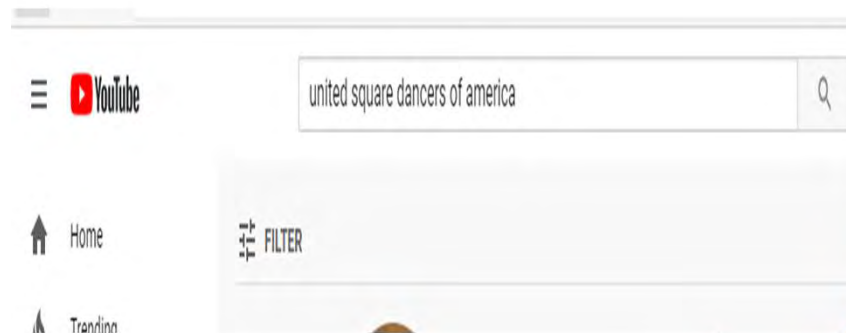
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USDA YouTube Channel

If you don't already use **YouTube**, you can type this in on the search engine. Once open you can search again for **United Square Dancers of America**



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Beyond The Dance Floor

- ❖ Monthly webinar series started in October of 2020
- ❖ Initially set up to help showcase USDA's programs and resources to a wider audience
- ❖ Copies of workshop handouts and audio recording posted to website shortly after program airs.

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Beyond the Dance Floor

- ❖ Monthly Webinars, usually the second Saturday of the month
- ❖ 11:00 am Pacific; 2:00 pm Eastern
- ❖ Zoom Platform; Free to Participate
- ❖ Links to Zoom available on USDA Website, Facebook Page and by special email mailing list

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Beyond the Dance Floor

- ❖ Direct Email notification when you complete website form
- ❖ Or, email your name and email address to us at SocialMedia@usda.org
- ❖ Share information with your fellow dancers

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Email Sign-up for Webinar Series

Address Update

[Return To Previous Page](#)

Please Remind Me Of The Next WEBinar

* Required Fields

To: WEBinar@usda.org

Name:*

Phone:*

E-Mail:*

Message:

Please Click In The Box Below To Prove That You Are Not A Robot

E-Mail Sent Using This Form Will Be Delivered To: WEBinar@usda.org
Your E-Mail address will not be sold to or provided free to any organization. It will be used only to provide you with information about upcoming USDA WEBinar sessions.

Updated 2/25/21

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Beyond The Dance Floor Future Programs

- ❖ April 10 – National Convention – Here We Come! Showcasing USDA's Involvement on the National Stage
 - ❖ Annual Business Meeting
 - ❖ Showcase of Ideas
 - ❖ Education Programs
 - ❖ Mainstream After Party with Ghost Riders
 - ❖ Youth Hall Sponsorship

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Beyond The Dance Floor Future Programs

- ❖ May 15 – USDA’s Handicapable Program
- ❖ June 12 – USDA’s Specialty Programs & Honors
 - ❖ USDA/USA Traveler Program
 - ❖ Centennial Award
 - ❖ USDA Prescription Card
 - ❖ Amazon Smile Donations

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Thank You!!

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Milene McCall & Bonnie Abramson

USDA Social Media

SocialMedia@usda.org

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Join Us Next Month For

**National Convention – Here We
Come! Showcasing USDA’s
Involvement on the National Stage
Saturday, April 10, 2021**

Featuring: USDA’s Four Regional Vice Presidents
Time: 2:00 pm Eastern / 1:00 pm Central / Noon
Mountain / 11:00 am Pacific / 9:00 am Alaska &
8:00 am Hawaii

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