## **Social Media Amplification Strategy for Dance Films**

**Objective**: Encourage headteachers, government officials, parents, and young people to prioritize dance in the curriculum and see it as a viable career path.

**Overview**: This document outlines best practices for amplifying our social media posts on X (formerly Twitter), Instagram, and LinkedIn. By following these guidelines, DLG partners can help spread our message and reach a wider audience.

### **General Best Practices**

1. **Tagging**: Always tag our official accounts to ensure proper attribution and to increase the chances of being seen by followers. (**Instagram: @danceleadersgroup X: @dlgdance**)

2. **Hashtags**: Use our campaign-specific hashtags to join the larger conversation. (#dlg #danceleadersgroup #letusdance)

3. **Engagement**: Like, comment, and share posts to increase engagement and visibility.

### **Platform-Specific Guidelines**

**X (formerly Twitter)**

1. **Retweeting**:

* Find our tweets related to the dance films and click the retweet button.
* Add a comment if you have something to share about the film or why you support dance in the curriculum.

**Example**: "Retweeting @dlgdance’s amazing film on the importance of dance in education! #DanceEducation #SupportTheArts #LetUsDance"

**Best Practices:**

* Retweet during peak times (e.g., morning and early evening).
* Engage with comments on retweets to foster conversation.

**Instagram**

**1. Sharing to Stories:**

* Find our posts and tap the paper airplane icon.
* Select "Add post to your story".
* Tag our account (@Danceleadersgroup and @fabric.dance) in the story.
* Use relevant stickers and hashtags to make the story more engaging.
* Add a call to action (e.g., "Check out this amazing film on the importance of dance!") and link to the website: https://www.danceleadersgroup.co.uk/.

**Best Practices:**

* Share posts and stories during high engagement times (e.g., lunchtime, evenings).
* Use engaging visuals and interactive elements like polls or questions in stories.
* It’s always better to share the original post to stories and drive engagement to the same post as opposed to sharing the image on your grid feed.

**LinkedIn**

1. **Reposting**:

* Find our posts on LinkedIn and click the share button.
* Add a comment about why this film is important and tag our company page (https://www.linkedin.com/company/dance-leaders-group/).
* Use professional and advocacy-focused language to appeal to LinkedIn's audience.

2. **Engaging with Posts**:

* Like and comment on our posts to increase visibility.
* Share personal anecdotes or insights related to the film's content in your reposts.

**Best Practices:**

* Share posts during business hours, especially mid-week (Tuesday-Thursday).
* Use appropriate hashtags and tag relevant organizations or individuals who might be interested.