Tech Marketing: Using Technology in Square Dancing

Goals:

Communicating to strengthen existing groups
Using technology to strengthen the relationship between you and your dancers
Using technology to build social bonds between the members of your clubs
Using technology to help callers communicate among themselves

Marketing to build groups
Using technology to market yourself to dancers
Using technology to market square dancing to non-dancers
Using technology to market yourself to non-dancers (one-night stands)

Tools:

Intergroup Communication
Email Lists (Listservs)
Yahoo Groups / Google Groups
Online Forums

Websites
Blogs
Personal sites
Club sites
Marketing sites

Social Networking
Facebook
Myspace
Twitter
Flickr (and other photo sharing sites)
YouTube (and other video sharing sites)

Group Collaboration
Wikis
Google Documents
Google Wave

Telecommunication
Skype
Google Voice

External outreach tools
Online calendars
Online directories
Google Adwords

Hardware
iPhone (and other smart phones)
Kindle (and other ebook readers)
iPad (and other tablets)
Digital projector