

## Websites and Social Media: Some Basics

Original post: c2000s <https://www.cdss.org/organizers-original>

Because this information is from a decade ago, some of it will be out-of-date. However some is still useful.

There are countless ways to use the web to promote your events, and new tools are being invented every day. You don't need to be a programmer to take advantage of these services; there are many tools that allow anyone to create a web site, or contribute to a calendar of events.

### BUILDING YOUR OWN WEBSITE

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Building your own website can be simple — use WordPress or Squarespace or Weebly — or, if you have volunteer web designer/developers in your group, make your own. Keep the Home Page minimalist: Who, Where, When, plus a great picture of people having fun dancing (or singing, or playing music!). You'll need a *What to Expect if You've Never Done This Before* section somewhere. And don't forget contact information.

### PLACES TO LIST EVENTS ONLINE

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[Facebook](#) and other social networking sites have tools for inviting friends and people in certain groups and networks to relevant events. You can set up a Facebook Group (for conversation and sharing) or a Facebook Page (for telling about your group and announcing upcoming events.)

[Meetup](#) has been an extremely useful tool for groups who are just starting out, or who wish to attract new dancers. You may get a revolving influx of new, inexperienced dancers using Meetup, so make sure your callers know how to handle a community-style dance, and that your experienced dancers are skilled at welcoming and assisting new people.

[Ted Crane's Dance Database](#) the [Dance Gypsy](#) and [Contradancelinks.com](#) each list regular dances and performers; local and regional folk music societies and dance organizations maintain lists of regular and special events. Search online to find the most relevant sites in your area.

Public radio stations have online events calendars; there are town, city, state, and region-focused listings.

[Craigslist](#) has events postings.