



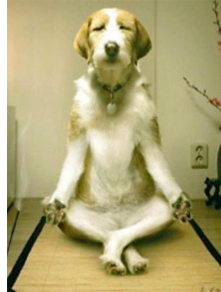
THE DIGITAL DIFFERENCE with Chasta Hamilton

Ideas and Strategies for Online Classes for Dance Studios
April 16th, 2020

Hosted By:



THE DIGITAL DIFFERENCE



Gratitude Moment: Take a deep breath and recognize what we have accomplished in a very short period of time. Pat your back! We are doing IT. Is it easy? No. Is it tiring? Yes. Will it be worth it on the other side? Absolutely.

The #1 Take-Away from Today is that your Digital Platform must focus on COMMUNITY + CONNECTION. That's what people crave, and that's what will make them gravitate back to your studios on the other side of the crisis. Digital cannot be an exact duplication of the in-studio experience, so how we can creatively innovate to make it work.

In the same regard, these are your clients, paying for a service (even if it is discounted), and it is imperative that your clients receive and recognize value from YOU. Part of that understanding lies in communication and marketing!

The Digital Difference: STRATEGY!

1. Our Program Set-Up
 - a) Digital Interactive Classes
 - (1) 65+ Each Week
 - (2) Schedule Released on Fridays
 - (3) Enroll Through Parent Portal/ Zoom
 - b) Recital Rooms
 - (1) Emailed Link/ Recurring
 - c) Recital Choreography + Music Folders
 - (1) Updated Regularly
 - d) Pre-Recorded Content/ Coloring Sheets
 - e) Extended Community Interaction Points
 - (1) Email Messaging
 - (2) Parent Portal
 - (3) Social Media
 - (4) Website
 - (5) Community Playlists

2. Get Organized + Give Yourself (and Everyone Else) Grace
 - a) This is not the time to be indecisive. Get it going!
 - b) Perfection does not have to be a part of this process.
 - c) Train Your People
 - (1) Staff
 - (a) Expectations
 - (b) Regular Checkpoints/ Problem Solving
 - (2) Students
 - (a) Introductions
 - (b) Rules and Game Plan at the Start of Each Class
 - (3) Families
 - (a) Customer Service Readily Available
 - (b) Gently Guide them Through the Transition
 - d) Be Empathetic and Understanding
 - (1) Issues will happen!
 - (a) WiFi Out/ Room Doesn't Work/ Sound is Glitchy/
 - (b) Work Through Plan B (in advance if possible)
 - (c) Thank People for Their Understanding
 - (d) Check-in: Are people okay?
 - e) Collect the Data and Use It
 - (1) Know what's working and what isn't
 - (2) Constantly tweak and fine tune to deliver the best product possible that represents your brand
 - (3) How can this continue as a part of your programming?

"Our goals can only be reached through the vehicle of a plan. There is no other route to success." - Pablo Picasso

The Digital Difference: IDEAS!

1. Interactive: Preschool/ Elementary

- a. Change Your Lesson Plans
 - i. Make it work to hold their attention
- b. Act Out Stories
- c. Mommy and Me
- d. Poems/ Songs/ Games
- e. Dress-Up/ Show + Tell
- f. Storytimes
- g. Themes
 - i. Animals
 - ii. Fairy Tales
 - iii. Holiday and Seasonal Events
 - iv. Travel and Adventure

2. Interactive: Elementary/ Middle/ High School

- a. Vocabulary/History/ Analogy
- b. Trivia/ Sing-A-Longs
- c. Q+ A
- d. Recipes
- e. Music
 - i. Musicality
 - ii. Notation
 - iii. Composing a Piece/ Song
- f. Musicals
- g. Dance Team
- h. Audition Tips
- i. Book Club
- j. Performance Project Club
- k. Service Society
- l. Specialty Classes
 - i. E.g. Triple Turn Jam, Creative Splits, Choreo Slam
- m. Challenges
 - i. Flat Split
 - ii. Composition
- n. Technique
 - i. Barre
 - ii. Stretch and Flex
 - iii. Contemporary

- iv. Tap Skills
- v. Hip-Hop
- vi. Offer something new!

3. Interactive: For the Family!

- a. Project Runway
- b. Mamma Mia!
- c. Dancing Dads
- d. Dance Parties (Space Jam, Descendants, Trolls)
- e. Recital Themed Events/ Trivia
- f. Pet Parties
- g. Living Room Field Day
- h. Hairstyles/ Stage Make-Up Tutorials for Dancers
- i. What's In My Dance Bag
- j. Alum Hang

The Digital Difference: SOCIAL MEDIA!

Love it or hate it there's no option right now but to be present on all platforms. There's an engaged captive audience, and time is of the essence! Do not let them forget you. Your outlook= Your voice. Make sure your messaging is crystal clear.

- I. Facebook Business Page
 - A. Important Updates
 - B. Programming Highlights
 - C. Shared Resources
 - D. Re-post Positive Content/ Feedback
 - E. Live
- II. Instagram
 - A. Posts
 - B. Q+A/ Live
 - C. Story Shares
 - 1. Bingo
 - 2. Quarantunes (synced to Spotify Playlist)
 - 3. Name that Staff Member
 - 4. Quotes from Students
 - 5. Emoji/Gif Drops
 - 6. Music Challenges
 - 7. Share Tags!
- III. Twitter
 - A. Re-Tweet Relevant Information
 - B. Short Bursts of Information

- IV. TikTok
 - A. Swag Contest
 - B. Variety of In-Platform Challenges
- V. LinkedIn
 - A. Claim Your Personal and Your Business Page
- VI. YouTube
- VII. Shared Spotify Playlists
 - A. Music for All Ages
 - B. Songs of Inspiration
- VIII. Google Landing Pages
 - A. Take a peek and keep it updated! A lot of times clients pass through your Google Landing before they make it to your page
- IX. Your Personal + Staff Pages
 - A. Keep it positive!
 - B. Great time for policy review and reminders.



Change is tough. But, YOU ARE STRONG!
#TheDigital Difference
#GratitudeOverGrump

Let's Stay Connected! The studio (Stage Door Dance Productions) and I (Chasta Hamilton) are on Facebook, Instagram, LinkedIn, and Twitter. My dog is also on TikTok (ElvisTheScottie). Reach out any time!

We'll also keep the convo going tomorrow, April 17th from 11:30am-12:30pm on the JackRabbit Facebook Page for AfterBrews.

Stay tuned for Part 3 of the series on Thursday, April 23rd!