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Square Dancing and the Internet

How to make your Club Website and Global Mailing Lists Work for You!

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Audiences

- Club members
- Visitors from other clubs
- Potential new dancers

Examples


- Bee Sharps
<http://www.squaredancing.com/beesharps/>
- Rutgers Promenaders
<http://www.rutgerspromenaders.org/>




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Updating Your Site

- The **MOST** important thing you can do!
- Shows that your club is **ALIVE!**
- Allows you to provide up to the minute news, changes, cancellations
- Gets people in the habit of looking at your site
- Helps visitors
- NOTE: you will still have club members who do not have Internet access so you will still have to use printed information and phone lists




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Site Visibility 

- Help Search Engines find your site
 - Meta Tags (square dancing, NJ, dance, clubs)
 - Update main page often
- Help Dancers find your site
 - Request link from national square dance Website to your club
<http://www.dosado.com/clubsorgs/default.htm#sddclubs>
 - Request link from state or association square dance Website to your club
<http://www.njjsda.org/links.php>

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Good Instructional Design 

- Navigation – use the **KISSD** principle (Keep it Simple, Square Dancer!)
 - One long page vs. tons of short pages
 - Find a happy medium
- No flashing things
- No music that can't be turned off
- High contrast text/background
- Plain backgrounds, simple text fonts

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Good Instructional Design (cont)

- Avoid text that is actually an image (or include the text as an "alt" tag)
*<alt="Bee Sharps">; place mouse arrow over an image on a Website to see an alt tag in action – text will show
- "Web Page Usability" learn how to make usable web pages. Remember, you are trying to sell a product (Square Dancing)
<http://www.useit.com/>
- Accessibility for people with disabilities
<http://www.webaim.org/intro/>

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Examples of Poorly Designed Pages

- United Square Dancers of America
<http://usda.org/>
- Friendship Squares (calendar is not up to date) <http://www.angelfire.com/folk/sqdance/>
- Gerrymanders of Maryland (does not work with all browsers)
<http://www.wcbanta.0catch.com/>
- "Web Pages that Suck" learn good design by seeing bad design
<http://www.webpagethatsuck.com/>

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Links on Pages 


- Link to Directions/Maps
- Email address links for contacts (make sure contacts will answer the email)
- Link to other sites for more information
- DO NOT use "click here" – link a word or a Web address (URL)
 - Our next raid will be at [Rutgers Promenaders](#) on Sunday, May 6.
 - Go to <http://www.56thnsdc.com/> for more information about the National Convention

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Adding Images


- Photographs (.jpg)
 - Reduce size of image
 - Be aware of file size limitations provided by your hosting service
- Clip Art, Dividers, Backgrounds, Bullets (.gif)
 - Free clip art available from Microsoft and other sites
 - <http://www.raritanval.edu/ResourcesFaculty/InstructionalResources/Graphics.htm>
 - Purchase Clip Art

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Adding Maps and GPS Coordinates 


- All of the free mapping sites allow links to their maps with addresses specified (Yahoo!, Google, MapQuest)
- You can easily create a unique map using the My Maps feature of Google Maps and then include a link to that map on your site.
<http://maps.google.com/>
- GPS Coordinates (latitude and longitude)
<http://www.gpsvisualizer.com/geocoding.html>

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Hosting Your Site 

- Free Hosting or One Time Fee
 - <http://www.squaredancing.com/services.htm>
 - Domain hosting or sub-domain hosting
- Monthly fee
 - <http://www.kis-hosting.com/>
 - Hosting services have to pay for their computers and Internet Service!
- Follow directions from your host about login/password


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Editing Your Site (cont) 

- Some sites have built in editors
- WYSIWYG (What You See Is What You Get)
 - Netscape
 - Mozilla
- Code
 - TopStyle for Windows
<http://www.newsgator.com/Individuals/TopStyle/>
 - Notepad

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Editing Your Site (cont)



- Both
 - Microsoft FrontPage
- Free HTML editors
 - <http://www.thefreecountry.com/webmaster/htmleditors.shtml>

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Moving Information from your Computer to Your Website



- File Transfer Protocol (FTP)
 - SmartFTP
 - Free for personal and educational use
 - <http://www.smartftp.com/>
 - ws_ftp
 - Free trial; different versions for different prices
 - http://www.ipswitch.com/products/ws_ftp/index.asp
 - Many other FTP programs available!


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Electronic Mailing Lists



- Square Dancing**, very quite right now
Subscribe by sending a blank email to squaredancing-subscribe@rbnsn.com
- SD Callers**, quite active. Mainly for Callers
Subscribe by sending a blank email to <mailto:sd-callers-subscribe@all8.com>
- LGCWSD**, quite active. Deals with the Gay Square Dancing activity. Subscribe at lqcwds-subscribe@all8.com

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Electronic Mail Lists (cont) 

- ❑ **Round Dance**, active. To subscribe, send a blank email to round-dance-subscribe@nmr.chem.umn.edu
- ❑ **The Traditional Dance Callers List** Active. For participatory dance callers, teachers, leaders and interested friends in the "traditional" country dance area. Subscribe by sending a blank e-mail message to: trad-dance-callers-subscribe@yahoogroups.com

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That's All, We're Through

THANK YOU!