



EADMT

2021-22 Annual Report of the EADMT Communication Working

Group Members:

**Andrea Tziorta, Martina Vavrova, Gabrielé Dylertaité,
Elli Kita (coordinator)**

The Communication Working Group has carried out seven ZOOM meetings during this year, but the members met several times in duos or trios to work on specific projects. After the GA 2021 the team became smaller, because Anne, the French delegate could not participate any longer. Despite our small number, it has been a productive year for the group. I think this is the first year that the distinct roles between board communications position and group became apparent and the group's identity emerged clearly. From now on, Martina will be the coordinator of the group. We smoothly did the hand over after last spring and Martina & Andrea made a wonderful work to promote the conference on FB! So, after the meeting of the group in the GA, Martina will present to you the goals of the group for the next year. This is my last time as a coordinator and I want to thank from my heart Martina, Gabriele and Andrea for their work and collaboration. Also, I need to address special thanks to the Research Group, all the delegates who used the media, and the Board.

This is how we shared our responsibilities during the year:

Martina => youtube, facebook

Gabriele => website admin support, youtube

Andrea => linked – in, Newsletter, face book

Elli => facebook, listserv, website admin, coordination

EADMT presence on Facebook

Administrators: Elli Kita, Martina Vávrová and Andrea Tziorta

EADMT now runs an official FB page, and three groups: the EADMT Support Network Group, the EADMT Delegates and Deputies Group and the Dance Movement Therapy Researchers Group which is maintained by the Research Group.

In 2022, Facebook has been more active due to the EADMT conference and all the events that took place. We used Canva to create design of posts to promote:

- **EADMT events:** Conference 4th EADMT Conference / How far is far? How close is close? Choreographing a new world, Science Café DMT in times of war, GA
- **Support to EADMT working groups:** Research group incentive for authors to publish their work on the EADMT database, Conference group announcements
- **Conferences of NAs:** Space for Art Therapies 2022 in the Czech Republic, The Art of inclusion and connection in Italy/14-16 October 2022, call for proposals to the ADMP UK 40th Anniversary Conference/5-6 November 2022, 20th Anniversary Conference of the Association of Dance Movement Therapy of Spain – ADMTE/19-20 November 2022
- **Events of DMT Associations in the world:** Online science Café organised by ADTA 'DMT Research: what's present, what's missing?
- **Arts and creative institutes events:** INTERNATIONAL PHYSICAL THEATRE LAB AND CONFERENCE, UGTE Performing Arts Conference 2022
- **DMT articles and books:** "Rhythmic Relating: Bidirectional Support for Social Timing in Autism Therapies" ed. By Pamela Bryden, "A proposal for emotional intelligence development through dance movement therapy" By Andrea Ortuño-Ibarra, Rosa-María Rodríguez-Jiménez, "Dance Therapy Today: An Overview of the Profession and Its Practice Around the World" By Kim Dunphy et al., and more...
- **Important days:** Women's day, International dance day, Season's Greetings
- **GA announcements**

FB page followers by sex and age

Κοινό

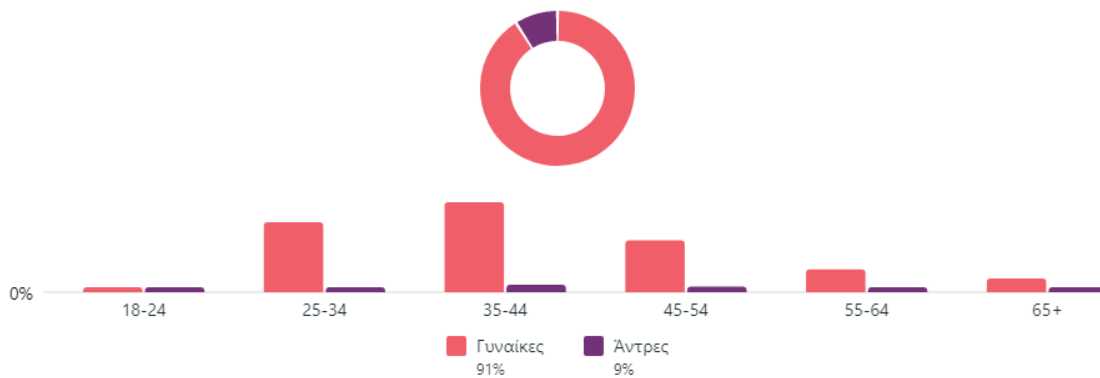
Υπάρχον κοινό

Πιθανό κοινό

"Μου αρέσει!" στη Σελίδα Facebook ⓘ

3.550

Ηλικία και φύλο ⓘ



Facebook page followers by country

| Face Book Page / followers per country | |
|--|-------|
| ITALY | 10,8% |
| UK | 8,2% |
| GREECE | 7,3% |
| USA | 5,9% |
| SPAIN | 4,8% |
| RUMANIA | 4,5% |
| GERMANY | 4,1% |
| FRANCE | 3,8% |
| HOLLAND | 3,6% |
| POLAND | 3,3% |
| OTHER | 43,7% |

LinkedIn – Andrea Tziorta

During this year, the EADMT LinkedIn page has been growing in activity and followers. It has now reached more than 830 followers, 240 more than last year. They

came from all over the world (India, Canada, USA, Australia, Puerto Rico, Philippines and Europe). The analytics show that there were almost 800 page views from people in the sectors of healthcare services, education, community and social services, research and more.

LinkedIn along with the Facebook page were an extremely important tool of communication this year. It was almost the only way to communicate, exchange information and provide help to our Ukrainian colleagues during this war crisis. We announced the formation of the European support network and until today we continue to communicate and spread new information to DMTs in need. All of the other EADMT activities were also supported through this page and especially the promotion of the EADMT conference 2022 in Potsdam.

We want to thank the colleagues who share our posts and forwarded to their networks!

Face Book vs LinkedIn Audience

| Followers per city (not exhausting list) | |
|---|-----------------------|
| FB page | Linked-In page |
| | |
| Athens | London |
| London | New York |
| Bucharest | Paris |
| Barcelona | Barcelona |
| Moscow | Amsterdam |
| Warsaw | Mumbai |
| Berlin | Frankfurt |
| Rome | Toronto |
| Istanbul | New Delhi |
| Milan | San Francisco |

Website

Administrators : Elli Kita, Gabrielè Dylertaitè

During this year we had the opportunity to use the new site for promotion of various events and to find out if everything works as it should. Almost everything important can easily be done by us without the help of technicians. There are only two or three

things that need their help: (for example, we haven't been able to upload the logo of Ireland). We are noting down these cases to be completed at the regular annual meeting with the designer, after each year's GA.

Newsletter

Responsible Andrea Tziorta

This year's edition came out in July 2022. We collected and edited the contributions from 18 countries and added them all together to form this 2021-2022 newsletter edition.

The main subjects that were addressed by the NAs were:

- Various refugee support initiatives
- New partnerships and collaborations with other professions
- Elections, Name of the Board members
- Events in the community
- Training programs
- Research projects
- DMT recent publications
- Actions taken on the countries state recognition process
- Interviews with dmts, thoughts and reasoning on several DMT matters

Our impression is that the content of the Newsletter becomes more rich and comprehensive each year, as we are gaining experience. Ex. The Denmark Ass. Included an interview with their member Lisa Sommer, there is also a call from the state recognition group. This is an amazing evolution and we invite all the Associations to participate in this edition next year.

SHOUT-OUT TO NEW COMMUNICATION GROUP MEMBERS!

EADMT is growing, so the Communication group is looking for some reinforcement!

What would you do?

- Develop ideas on how to promote EADMT and its activities
- Collaborate with various EADMT groups on projects
- Be in the loop about EADMT plans and daily matters

- Meet monthly with Communication group members
- Find your realization spot in the Communication group, whether it is creative or operational tasks, and spend a few hours per month on it

If you are interested or you know somebody who would be interested, reach out to us!