

2023-24 Annual Report of the EADMT Communication Working Group

Group Members: Maria Arvan, Fabienne Swoboda, Monika Ptasinska, Martina Vavrova (maternity), Andrea Tziorta (coordinator)

Our Social media communities are definitely growing! During this year our social media platforms helped a lot with sharing the news of the EADMT being an Erasmus+ partner but mostly with finding the team that would work on the project under the EADMT and also with disseminating the questionnaire for the project. We already posted a save the date announcement about the conference in Lithuania and the call for papers. Next year, we will mainly focus on promoting the conference and help the process of registrations and so on.

Meetings were carried out on google meet which is a platform connected to the official group's address wgcom.eadmt@gmail.com. There were 8 meetings organised and additional communication happened mostly via emails. In this place, I would like to thank the whole communication group, namely Maria, Fabienne and Monika for all their wonderful work, ideas and passion and how generously they offer their time and knowledge to the EADMT. This year's work was in theme of new ideas and carrying on with the existing platforms. We keep maintaining Facebook, YouTube, Instagram and Linked-in. Also created this year's newsletter. We collaborated mainly with Indra as Communication person on the Board.

We shared responsibilities over the year:

Maria - Facebook, Instagram

Fabienne - Instagram

Monika - Ideas: International dance day video/Mental health week and more.

Andrea - LinkedIn, Newsletter, Facebook, coordination

EADMT Instagram

The EADMT Instagram account (@ea.dmt) has been in use since September 2022 in order to present and share the work of EADMT. In the past year we published 24 posts, including a few reels, as well as Instagram stories.

In these, we created content regarding important events concerning DMT and information about the members of the association. For example, we shared about the upcoming DMT conference, Science Café and announced the conference of 2025. We used International Dance Day and Mental Health Awareness Week as opportunities to highlight the importance of our work. We combined quotes by seminal dance movement therapists with pictures of the symposium 2023 to inspire our community and give others insight into the spirit of our work. We also started a series where one post each is dedicated to a specific member of the EADMT, sharing accomplishments, exciting collaborations and other great initiatives from dedicated professionals across Europe.

At the moment (Aug 2024), the account has 727 followers, an increase of over 200 followers since last year.

EADMT Facebook page

In the past year we published 35 posts on the Facebook page. Today (Aug 2024) the number of followers is 4.551. Below you can see their age range, gender percentages and the countries that we have the most followers.

Age

18-24 0.8%

25-34 22%

35-44 36.7%

45-54 23.5%

Gender

Female: 91.8%

Male: 8.2%

Top countries

Italy – 536 - 13%

Greece – 435 - 9%

United Kingdom – 366 - 7%

USA – 292 - 6%

Poland – 220 - 4%

Spain – 218 - 4%

YOUTUBE

We didn't have any action on our YouTube channel this year. We hope to make more use of the channel during the next year. Hopefully we can use material from other working groups as well. For example, the conference group (create promotion videos), the research group (upload the recorded science cafes)

NEWSLETTER

This year's edition hopefully will come out in the beginning of September 2024. We send announcements for contribution, then collected through emails the reports from 16 Nas, edited them and added them all together to form the 2023-2024 newsletter edition. The content is always rich and full of exciting new initiatives that take place around Europe.

LINKEDIN

The EADMT LinkedIn page has been growing in activity and followers. It has gained 228 new followers (29/8), having in total 1257. Our demographics show that our audience is widely spread around the world. The highest percent comes from UK (5.3%), The Netherlands (3.1%) and New York City (2.3%). We can also see that our audience is mostly working in Healthcare Services industry (27.2%) but also, education (14.5%), business development (5.3%) and community social services (5.1%). This year we had in total 812 visitors in our page plus 315 unique visitors (people who frequently visit our page). In total there have been 492 clicks on the links in our posts.