

## **2024-2025 Annual Report of the EADMT Communication Working Group**

**Members:** Fabienne Swoboda, Maria Arvanitaki, Monika Ptaniska, Maria Yerolemou, Andrea Tziorta (coordinator)

Our Social media communities are definitely growing! During this year our social media platforms helped a lot with posting information on the Conference in Lithuania and announcing the process of registration. Also we shared updates on the DanceCare Erasmus+ project where EADMT is a partner.

Meetings were carried out on google meet which is a platform connected to the official group's address wgcom.eadmt@gmail.com. There were 10 meetings organised and additional communication happened mostly via emails. In this place, I would like to thank the whole communication group, namely Maria A., Fabienne, Monika and Maria Y. 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. Due to my upcoming maternity, I will be stepping down from my role as group coordinator and will be handed over to new hands soon.

We shared responsibilities over the year:

**Maria Arvanitaki** - Instagram

**Fabienne** - Ideas: International dance day video/Mental health week, Conference.

**Monika** - Ideas: International dance day video/Mental health week, Newsletter.

**Maria Yerolemou:** Instagram, Newsletter, Ideas: Conference

**Andrea** - LinkedIn, Newsletter, Facebook, Email communication, Coordination

### **EADMT Instagram**

The EADMT Instagram account (@ea.dmt) was created in September 2022 in order to present and share the work of EADMT.

In the past year we published 30 posts, including a few reels, as well as Instagram stories. This year's content was mainly related to EADMT's conference here in Vilnius Lithuania. Like every year, the members of Communications Working Group took advantage of some significant dates in the year, to bring forward Dance Movement Therapy, to advertise our upcoming events, and to create awareness around mental health and well-being in general.

As this year's Mental Health Awareness Week had special focus on the importance of community, we linked the posts with specific workshops, presentations and posters from Vilnius Conference. Moreover we announced the Key note speakers and put out the reminders for registration. Additionally, we shared information and job listings regarding Erasmus+ DanceCare Project.

At the moment (Aug 2025), the account has 1029 followers, an increase of over 300 followers since last year.

## EADMT Facebook page

In the past year we published 29 posts on the Facebook page. Today (Aug 2025) the number of followers is **5156**, an increase of 13% compared to the previous year. Below you can see the age range, gender percentages and the countries of origin of our followers.

### Age

25-34 19.3%

35-44 36.5%

45-54 25.1%

Other 19.1%

### Top countries

Italy 10.7%

Greece 9.1%

United Kingdom 7.3%

USA 5,8%

### Gender

Female: 92%

Male: 8%

## EADMT LinkedIn

The EADMT LinkedIn page has been growing in activity and followers. It has gained 245 new followers (Aug25), having in total 1495.

### Followers Demographics

London Area, United Kingdom, United Kingdom · 77 (5.2%)



The Randstad, Netherlands, Netherlands · 52 (3.5%)



New York City Metropolitan Area · 36 (2.4%)



Rhein-Neckar Metropolitan Region, Germany · 32 (2.1%)



Greater Barcelona Metropolitan Area, Spain · 31 (2.1%)



Greater Paris Metropolitan Region, France · 28 (1.9%)



Greater Delhi Area, India · 26 (1.7%)



## **Followers Industry**

Mental Health Care · 338 (22.6%)

| Industry                      | Count | Percentage |
|-------------------------------|-------|------------|
| Mental Health Care            | 338   | 22.6%      |
| Higher Education              | 140   | 9.4%       |
| Hospitals and Health Care     | 105   | 7%         |
| Wellness and Fitness Services | 92    | 6.2%       |
| Performing Arts               | 70    | 4.7%       |
| Non-profit Organizations      | 43    | 2.9%       |
| Government Administration     | 37    | 2.5%       |

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Non-profit Organizations · 43 (2.9%)

Government Administration · 37 (2.5%)

This year we had in total 570 visitors on our page plus 312 unique visitors (people who frequently visit our page). In total we posted 19 posts. From all the posts the one that showed the highest engagement rate was the recent Job Call for the DanceCare Erasmus+ project.

## **EADMT YouTube**

This year, we used the Youtube channel to support the work of the State Recognition working group. They prepared a lovely video, which we uploaded on Youtube as listed (meaning only those with the link can have access to it) so they can reach participants for their survey. It was lovely to collaborate with you, Carolina Jimenes and Marta Lebedova. Hopefully we can use material from other working groups as well. For example, the conference group (create post-event videos or upload the keynote speeches), the research group (upload the recorded science cafes).

## **Newsletter**

The 2024–2025 edition of the newsletter is scheduled for publication in September 2025. As in previous years, we sent out a call for contributions to all National Associations and collected their reports via email. A total of 17 National Associations submitted updates, which were then edited and assembled into this year's edition. Once again, the newsletter captures the richness and diversity of developments in dance therapy across Europe, highlighting inspiring initiatives, professional advancements, and collaborative efforts within our community.

For the Communication Working Group,

Andrea Tziorta