2025–2026 Annual Report of the EADMT Communication Working Group

Members: Fabienne Swoboda (Austria)- *coordinator until May 2026*, Maria Arvanitaki (Greece), Monika Ptasinska (UK), Annelies Planckaert (Belgium), Anat Yariv (Israel), Andrea Tziorta (Cyprus)-(maternity), Maria Yerolemou (Cyprus) -*current coordinator*.

The Communication Working Group continued its work throughout the 2025–2026 year, with both returning and new members. Following the conclusion of the Global Affiliations Working Group, Annelies Planckaert and Anat Yariv joined the Communication Working Group at the end of the 2024–2025 reporting period. They were warmly welcomed into the group, which continued its work with both returning and new members throughout the year. Communication was at the heart not only of the work of the group, but also of the way we worked together throughout the year. We held 10 online meetings via Zoom and Google Meet and stayed connected between meetings through our WhatsApp group and email.

Our meetings also offered us a valuable opportunity to connect with one another across countries and despite the very different circumstances and, at times, difficult realities in which each of us lives. They were consistently warm and enjoyable, while also remaining focused, constructive and inspiring. We would like to express our gratitude to all members of the group for their commitment, ideas and contributions throughout the year.

We continued to collaborate with Indra, the Communication representative on the EADMT Board, while also encouraging greater collaboration between the different EADMT Working Groups. We explored ways of sharing the work and activities of the various groups more consistently through EADMT's communication channels. While some of these initiatives are still developing, we hope to continue strengthening these connections in the coming year.

EADMT's social media presence continues to be a shared effort, with contributions from members of the Communication Working Group. During this year, we also developed and maintained a consistent Canva format, supporting a recognisable visual identity across our communications. In addition, we encouraged EADMT members to share their own posts, events and activities through social media and, where appropriate, to reference EADMT, helping to increase the visibility of our shared professional community. One of the highlights was the publication of the EADMT video

for International Dance Day, which increased the visibility of EADMT and helped present the organisation and its work to a wider audience.

Looking ahead, our intention is to continue developing communication not only as a means of sharing information, but also as a way of connecting people. We aim to strengthen collaboration between Working Groups, support communication across countries, and make the work, presence and spirit of EADMT increasingly visible to the wider community.

EADMT Instagram

The EADMT Instagram account (@ea.dmt) was created in September 2022 with the aim of presenting and sharing the work, activities, projects, and initiatives of the European Association of Dance Movement Therapy (EADMT)

Audience and Reach

The EADMT Instagram audience continues to reflect the predominantly female demographic of the Dance Movement Therapy field, with **women accounting for 95.7% of followers** and men representing 4.3%.

The largest age group is **35–44 (36.2%)**, followed by **25–34 (27.2%)** and **45–54 (21.8%)**. Together, these groups represent **85.2% of the account's followers**, indicating that the majority of the Instagram audience is between 25 and 54 years old.

The account also demonstrates a broad international reach. **Spain (9.0%), the United Kingdom (8.2%), Italy (8.1%), and Germany (7.3%)** represent the four largest follower bases. **Argentina (5.7%)** is also among the five countries with the highest proportion of followers, demonstrating that EADMT's Instagram presence extends beyond Europe.

At the time of reporting, the account had **1,330 followers, representing an increase of 301 followers compared with the previous year**. This corresponds to an increase of approximately **29%** in the follower base over the reporting period.

Audience Demographics

Audience	Percentage
Gender	
Women	95.7%
Men	4.3%
Age	
18–24	2.3%
25–34	27.2%
35–44	36.2%
45–54	21.8%
55–64	9.1%
65+	3.3%
Top countries	
Spain	9.0%
United Kingdom	8.2%
Italy	8.1%
Germany	7.3%
Argentina	5.7%

Content Output

During the reporting period, the EADMT Instagram account published:

- **17 posts**
- **3 Reels**
- **42 Stories**

This content was used to communicate EADMT's activities, highlight current projects and initiatives, share relevant information from the Dance Movement Therapy field, and increase the visibility of the organisation and its work.

Main Activities and Content Promoted

The main activities, projects, events, and initiatives promoted during the reporting period included:

- **Content from the previous year's EADMT Conference and General Assembly**, including relevant highlights and updates
- **The DanceCare project**, sharing information and updates about the project and its activities
- **Content related to significant mental health and awareness dates**, including World Mental Health Day, International Dance Day, and Mental Health Awareness Week
- **Events and activities organised by the EADMT Research Group**, helping to promote their work and encourage engagement with their initiatives
- **Posts highlighting EADMT's work, activities, and initiatives**, with the aim of increasing the visibility of the organisation and communicating its work to a broader international audience

Overall Development

Over the reporting period, the EADMT Instagram account continued to develop as an important communication channel for the organisation. The increase of **301 followers**, bringing the total audience to **1,330**, reflects continued growth and interest in EADMT's online presence.

The predominantly professional and international audience, together with the representation of followers from countries both within and outside Europe, provides a valuable platform for increasing awareness of Dance Movement Therapy and for communicating EADMT's work to a wider audience.

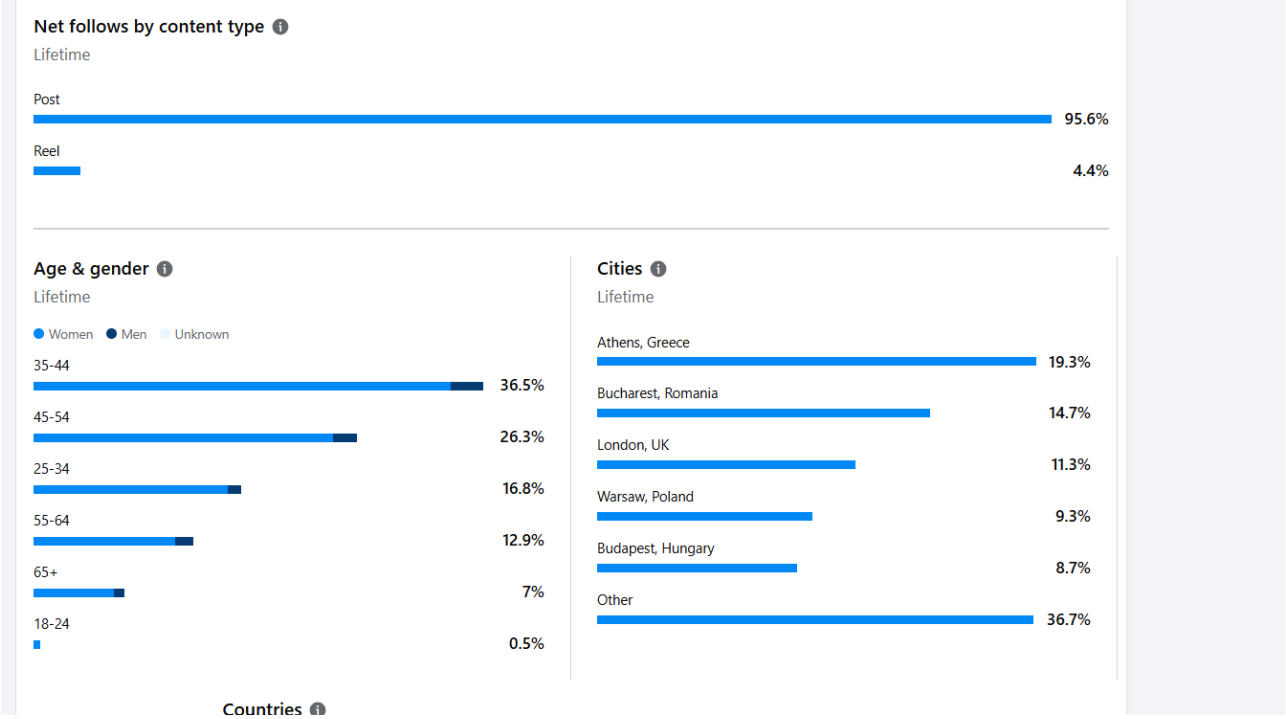
Going forward, the Instagram account can continue to support EADMT's communication strategy by maintaining a consistent presence, highlighting the work of its groups and projects, promoting events and initiatives, and making the organisation's activities more visible and accessible to the wider Dance Movement Therapy community.

EADMT Facebook

In the past year we published **13 posts** on the Facebook page.

As of August 2026, the Facebook page had **5,384 followers**, representing an increase of **5.5%** compared with the previous year.

The largest age group among followers is 35–44 (36.5%), followed by 45–54 (26.4%) and 25–34 (16.9%).



Below you can see the age range and the countries of origin of our followers.

Age distribution:

- 18–24: 0.5%
- 25–34: 16.9%
- 35–44: 36.5%
- 45–54: 26.4%
- 55–64: 12.7%
- 65+: 7%

Top countries:

- Italy: 18.8%
- Greece: 15.7%
- United Kingdom: 12.5%
- United States: 10.1%

EADMT LinkedIn

EADMT LinkedIn page has currently 1,712 Total followers and 216 new followers in the last 365 days.

For the last year has been 10,119 Impressions, 350 Reactions, 10 Comments, 10 Reposts.

The followers are mostly from these locations:

London Area, United Kingdom, United Kingdom —**81 (4.7%)**

The Randstad, Netherlands, Netherlands— **65 (3.8%)**

New York City Metropolitan Area — **37 (2.2%)**

Greater Barcelona Metropolitan Area, Spain— **37 (2.2%)**

Rhein-Neckar Metropolitan Region, Germany — **35 (2%)**

Greater Paris Metropolitan Region, France — **30 (1.8%)**

Athens Metropolitan Area, Greece —**28 (1.6%)**

Mumbai Metropolitan Region, India—**27 (1.6%)**

Greater Delhi Area, India —**25 (1.5%)**

Brabantine City Row, Netherlands —**24 (1.4%)**

Greater Milan Metropolitan Area, Italy—**23 (1.3%)**

Copenhagen Metropolitan Area, Denmark—**19 (1.1%)**

Berlin Metropolitan Area, Germany —**19 (1.1%)**

Visitor highlights

528 Page views , 282 Unique visitors, 1 Custom button clicks

Others pages in LinkedIn for compare

American Dance Therapy Association (ADTA)

3,313 followers and 494 new fallowers for the last year

European Association Dance Movement Therapy (EADMT)

1,712 followers and 216 new fallowers for the last year

The Association for Dance Movement Psychotherapy UK

1,114 followers and 145 new fallowers for the last year

Dance Movement Therapy Association in Canada (DMTAC)

999 followers and 112 new fallowers for the last year

Indian Association of Dance Movement Therapy

757 followers and 99 new fallowers for the last year

Dance & Arts Therapy NZ

556 followers and 58 new fallowers for the last year

THERAPY OF DANCE ™

188 followers and 4 new fallowers for the last year

Sans For Bevægelse - Mette Ørbæk

131 followers and 1 new fallower for the last year

Dance Movement Psychotherapy
37 followers

British Association for Music Therapy (BAMT)
1,105 followers

EADMT YouTube

There was limited activity on the EADMT YouTube channel during the 2025–2026 reporting period. The Communication Working Group hopes to make greater use of the channel in the future, particularly by supporting the communication efforts of other EADMT Working Groups. Possible future content could include post-event videos or keynote presentations from the Conference Working Group, as well as recordings of Science Cafés and other relevant activities from the Research Working Group.

Newsletter

The 2025–2026 edition of the EADMT newsletter is scheduled for publication in September 2026. As in previous years, we invited all National Associations to contribute updates on their activities and developments during the past year. A total of **19 National Associations** submitted their contributions, which were collected, edited and compiled into this year's edition.

The newsletter once again reflects the diversity and richness of Dance Movement Therapy across Europe, highlighting professional developments, events, projects, research and initiatives taking place within the national associations. We are grateful to all contributors for sharing their work and helping to strengthen communication and connection across the EADMT community.

Thank you,

The Communication Working Group

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