

WHAT IS #DANCEUNITE

#DANCEUNITE was our virtual Dance Festival for 2020! We brought Dance Festival favourites - host Matt Bailey, singer Channy Thompson and Dance Teachers Cheryl & Emma from The Creative Dance Centre - together to launch #DANCEUNITE across our social media platforms. The idea was to get everyone within our community, including schools / teachers / parents / children connected and uniting through dancing to 'Be Who You Are'. The campaign had a focus on the 5 ways to wellbeing; encouraging people to get active, learn something new, connect with friends and family, support/help others and finally to take notice and live in the moment! #DANCEUNITE had some amazing engagement with people from across the North East, of all ages getting involved with learning the tutorials, connecting with each other and showcasing their final performances and dance moves.

COMMUNITY ENGAGEMENT:

- Over 6.5K views on Youtube
- Live Dress Rehearsal on Facebook has reached almost 2000 people with schools / teachers / parents / children all watching live
- Almost 3000 views of the #DANCEUNITE playlist on YouTube
- Over 1000 views each on the Launch & Tutorial 1 videos
- Over 50 videos from schools and parents of children across the country shared with us throughout the week so far
- Other School Sport Partnerships also got involved and shared the campaign, including Manchester, London PE & Sport Network, even as far as Avon SSP!
- As a result of the campaign there are now 75 subscribers on Youtube, over 2100 people following @GatesheadSSP on Twitter, 440 on Facebook and 170 followers on Instagram

SCHOOL ENGAGEMENT:

- Approx. 60% of our Primary & Secondary Schools in Gateshead engaged in the campaign through sending in videos / sharing with their pupils across social media / taking part in school and including the campaign in their weekly home packs / updates for parents
- Schools and pupils from across the North East including, Sunderland, Houghton le Spring, South Tyneside and Newcastle also engaged in the campaign

"Lovely to have a project the whole family could be involved in - a break from the ordinary stresses of home learning and working from home so thank you!"

"Dance Unite is the first thing she asks to do on a morning, this is someone who would refuse to do anything dance related at all"

"We're really enjoying it at home!"

"Our Key Worker children loved doing this in school today!"

"Thank you for a brilliant week, we loved it!"

"My two have loved following the dance videos this week, thank you GatesheadSSP, it's been a great way to keep fit and have some fun too!"

"We've all been joining in, my youngest is over the moon that she can join in too!"

