

Xi Zhu  
MAMC—Public Relations  
College of Journalism and Communications  
University of Florida  
(352)-665-7744  
xzhu891128@ufl.edu

## Dance Link Click

### About

An individualized and interactive dance platform typically for dance students' online profile building, career development, industrial information, and professional and social networking

### Vision

Every dancer is unique, not only under the limelight, but also in the virtual world. While high technology preserves the ephemeral beauty of dance works, it also challenges dancers to establish unique dance identities outside the stage.

Also, no dancer can better thrive in a small community today. Inspirations and mutual benefits come from the world outside, especially the Internet. No matter what you are looking for—industrial information, employers' updates, or cooperation with other dancers—an online platform with social media tools is thus necessary to maximize your artistic outcomes.

These give birth to Dance Link Click. A dance platform assists dancers to extend motion beauty to the internet and also transform online connections to offline activities and career benefits. Its ultimate goal is to enrich the dance life and develop the professional path based on each individual's needs.

### Target

Apparently, it focuses on the dance students from the School of Dance + Theatre in University of Florida. It also welcomes any dance fan who wants to improve personal branding for dance career, expand public relations, look for assistance in choreography, artistic creation, or seek resources for dance-related activities.

This platform is also built for dance organizations and employers to promote their visions and statements or reach out for the dance genius they are looking for.

Initiated from University of Florida's dance individuals and groups, it will later evolve and enjoy more dance fans regardless dance genre, ethnicity, and age.

## Benefit

- ✧ Personalized dance identity with strong social network base—integrating professional resume with dance clips (About.me page + external personal websites/multi-media presentation + social networking contacts)
- ✧ Increase and improve online presence for job-hunting and social networking
- ✧ Industrial information and career suggestions from dance organizations and experts nationwide
- ✧ Borderless communications with people who have the same interests in order to—
  - ✓ Ask questions
  - ✓ Discuss dance-related issues
  - ✓ Share or coproduce choreography
  - ✓ Find resources and cooperation for offline activities
- ✧ Still, many more as the popularity of the platform grows... ..

## Contents

### Dance

- ✓ Dance Lives: In-depth interviews on outstanding dance fans/First-statement dance stories
- ✓ Career development guide

### Link—DancedIn (core)

- ✓ Dancers' Profiles: dance fans create their unique online dance presence (About.me, Tumblr, or Wix.com)—a profile of individualized introduction which typifies the dancing aspect of one's life. All the profiles will be compiled on Dance Link Click page for people to view, contact, and share.
- ✓ Group/Employers' Profiles: dance organizations and employers' profiles and industrial updates with contact information.
- ✓ The website also connects and updates its activities on other social media platforms —facebook, twitter, LinkedIn group, etc.

### Click

- ✓ Offline activities: organized and presented by dance fans or launched by Dance Link Click group

## Team Building

- ✓ Team leader (1)
- ✓ Webmaster (1)
- ✓ Public relations coordinator and fundraiser (promotional strategies, social media)(1)
- ✓ Reporter (editing dance interview/stories, photographing) (1)
- ✓ Editor (select and edit online contents)