

WELCOME TO OUR

CREATIVE COMMUNITY

You Belong Here.

HELLO!

Welcome Home.

I'm so glad you're here.

This space was created with you in mind—a brand new safe haven for expression, creativity, celebration, and connection. In a time when so many of our voices are being lost to social media shutdowns and disappearing platforms, this newsletter stands as a promise:

your story matters, and it deserves to be shared.

Whether you're a seasoned professional, a passionate beginner, a proud dance parent, or a creative mind in the movement world, this is your space.

This newsletter is more than an email. It's a bridge between studios and stages, between cities and crews, between dancers who believe in lifting each other up and creating something bigger than ourselves. Every two weeks, you'll find inspiration, resources, and real stories meant to remind you that you belong—and that you're not dancing through this journey alone.

Thank you for being part of something meaningful.

*Here's to building a stronger, more connected, and truly expressive dance community—**together.***



This Issue's Editor:

RACHEL NOEL



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Instagram is Failing the Dance Community

HERE'S WHY IT MATTERS MORE THAN YOU THINK:

IN A WORLD WHERE CONNECTION AND VISIBILITY ARE EVERYTHING, INSTAGRAM HAS LONG BEEN A LIFELINE FOR DANCERS. IT'S NOT JUST A PLACE TO POST PRETTY PICTURES—IT'S A DIGITAL STAGE, A MARKETPLACE, A JOB BOARD, AND FOR MANY, A DEEPLY PERSONAL DIARY OF GROWTH, ARTISTRY, AND COMMUNITY. BUT LATELY, DANCERS, STUDIOS, CHOREOGRAPHERS, AND EVEN OUR TOP DANCEWEAR BRANDS ARE FINDING THEMSELVES LOCKED OUT OF THEIR ACCOUNTS WITHOUT WARNING OR EXPLANATION.

THE RESULT? A SERIOUS BLOW TO THE VERY FABRIC OF THE DANCE WORLD.
THE HEARTBEAT OF THE COMMUNITY IS BEING SILENCED.

INSTAGRAM HAS REMOVED OR DEACTIVATED COUNTLESS DANCE ACCOUNTS IN RECENT MONTHS—ACCOUNTS THAT DID EVERYTHING FROM CELEBRATE YOUNG DANCERS' MILESTONES TO PROMOTE WORKSHOPS, CONNECT CREWS ACROSS CONTINENTS, AND BUILD SUPPORT NETWORKS FOR ARTISTS OF ALL BACKGROUNDS. FOR MANY DANCERS, ESPECIALLY YOUNGER ONES, THESE PLATFORMS SERVED AS ENCOURAGEMENT AND VALIDATION IN A PROFESSION THAT OFTEN GOES UNSEEN. IT GAVE THE ATHLETIC ASPECT OF THE ART THE RESPECT OF A SPORT IT HAS LONG DESERVED.

WHEN THOSE ACCOUNTS VANISH, IT'S MORE THAN JUST A LOSS OF FOLLOWERS. IT'S THE ERASURE OF MEMORIES, PORTFOLIOS, BRAND PARTNERSHIPS, AND THE EMOTIONAL LABOR THAT DANCERS POUR INTO BUILDING THEIR VOICE ONLINE.

IT'S MORE THAN SOCIAL—IT'S BUSINESS

FROM SMALL BRANDS OFFERING DANCE-SPECIFIC APPAREL TO EVENT ORGANIZERS PROMOTING REGIONAL INTENSIVES, INSTAGRAM HAS BEEN ONE OF THE ONLY ACCESSIBLE TOOLS FOR ADVERTISING IN OUR NICHE MARKET. LOSING AN ACCOUNT DOESN'T JUST HURT VISIBILITY—IT CAN DESTROY INCOME STREAMS. INDEPENDENT TEACHERS, PHOTOGRAPHERS LIKE MYSELF, AND EVEN NONPROFITS TIED TO THE DANCE WORLD ARE LEFT WITH NO WAY TO REACH THEIR COMMUNITY, AND OFTEN DELETED OVERNIGHT WITH ABSOLUTELY NO WARNING.

THIS ISN'T ABOUT CLOUT. IT'S ABOUT SURVIVAL.

INSTAGRAM WAS ONCE THE BRIDGE BETWEEN "UNKNOWN" AND "DISCOVERED." DANCERS HAVE BEEN SCOUTED FOR TV SHOWS, CAST IN MUSIC VIDEOS, AND OFFERED SCHOLARSHIPS—ALL BECAUSE OF WHAT THEY SHARED ON THEIR PROFILE. IT WAS AN ARCHIVE OF EFFORT, ARTISTRY, AND AUTHENTICITY. NOW, WITH LITTLE TRANSPARENCY OR RECOURSE, CREATORS ARE PUNISHED WITH NO WARNING, AND ACCOUNTS DISAPPEAR ALONG WITH THE CHANCES THEY HELD.

So What's Next?

LOOKING AHEAD TO A MORE CONSISTANT PLATFORM.

WHAT NEEDS TO CHANGE.

The dance community deserves better. We need:

- Clearer content guidelines that understand the physicality and artistry of dance.
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- A transparent appeal process for mistakenly removed accounts.
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- A more responsive support system for creators who depend on their platforms to work, grow, and thrive.
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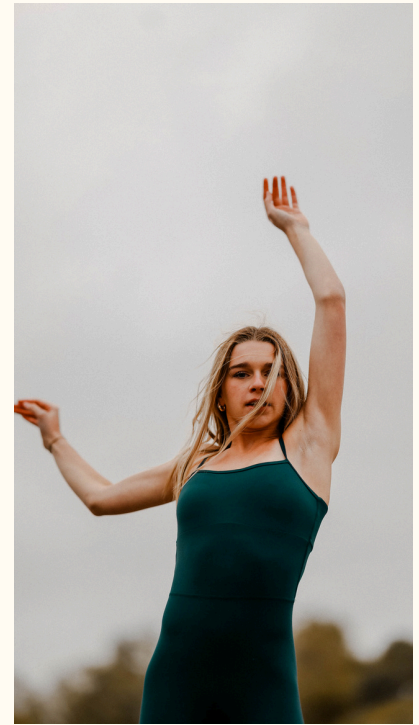
Until then, many dancers are being forced to rebuild from scratch—again.

WHAT CAN WE DO NOW?

- Back up your content regularly.
- Support your fellow dancers by sharing their new accounts.
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- Tag and report unfair removals. Collective noise leads to bigger change.
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- Consider spreading your presence to more creator-friendly platforms.
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- Detach personal accounts from athletic ones to prevent the erasure of more than one page

Dance is movement, and our voices won't be frozen by a flawed algorithm. We are more than our feeds—and we'll keep moving forward, no matter what.

#SaveDanceAccounts #WeAreStillDancing



A NEW GENERATION OF ART PRESERVATION AND EXPRESSION

"THE BOLD STANDARD"

Here's My Response:

GETTING BACK WHAT'S BEEN TAKEN AWAY

THE DANCE WORLD HAS ALWAYS THRIVED ON CONNECTION—CONNECTION TO INSPIRATION, OPPORTUNITY, CREATIVITY, AND MOST IMPORTANTLY, EACH OTHER. FOR A LONG TIME, INSTAGRAM FELT LIKE THE PERFECT PLACE FOR ALL OF THAT TO LIVE. IT WAS WHERE WE CELEBRATED BIG WINS AND SMALL BREAKTHROUGHS. IT'S WHERE WE FOUND NEW CHOREOGRAPHERS, NEW BRANDS, NEW FRIENDS, AND FOR MANY OF US, NEW CHANCES TO SHINE. BUT LATELY, THAT DIGITAL STAGE IS DISAPPEARING. SLIPPING THROUGH OUR FINGERS WITHOUT OUR CONTROL.

MORE AND MORE, ACCOUNTS THAT REPRESENT THE HEART OF THE DANCE COMMUNITY—DANCERS, STUDIOS, EVENT ORGANIZERS, CREATIVES, AND SMALL BUSINESSES—ARE BEING REMOVED WITHOUT WARNING. NO EXPLANATION. NO APPEAL PROCESS. JUST GONE. THESE WEREN'T JUST PERSONAL PAGES—THEY WERE PORTFOLIOS, PLATFORMS, LIFELINES, AND HOMES FOR OUR STORIES.

SO I'M DOING SOMETHING ABOUT IT.

THIS BI-WEEKLY NEWSLETTER IS MY WAY OF CREATING A NEW HOME FOR WHAT WE'RE LOSING: A CONSISTENT, RELIABLE SPACE WHERE DANCERS CAN STAY CONNECTED, FEEL SEEN, AND CONTINUE TO GROW TOGETHER—REGARDLESS OF WHAT HAPPENS ON SOCIAL MEDIA.

HERE'S WHAT YOU CAN EXPECT IN EVERY ISSUE:

- **SPOTLIGHT STORIES** – CELEBRATING DANCERS' ACHIEVEMENTS FROM ALL CORNERS OF THE COMMUNITY, NOMINATING DANCERS WHO ARE BOLD IN EVERY WAY, AND SHOWCASING THE GROWTH AND GIFT EVERYONE GIVES TO THE DANCE COMMUNITY
- **OPPORTUNITIES & EVENTS** – AUDITIONS, INTENSIVES, MASTERCLASSES, AND CALLS FOR DANCERS, ALL IN ONE PLACE
- **MENTAL HEALTH & MOTIVATION** – REAL TALK ABOUT LIFE BEHIND THE MOVEMENT
- **SMALL BIZ HIGHLIGHTS** – FEATURING DANCE-SPECIFIC PRODUCTS, SERVICES, AND CREATORS WORTH SUPPORTING
- **PHOTO & VIDEO FEATURES** – A PLACE TO SHOWCASE ARTISTRY AND SHARE CREATIVE INSPIRATION

THIS NEWSLETTER IS BUILT TO BE PERMANENT, PERSONAL, AND FOR US—BY US. NO SHADOWBANS. NO ALGORITHMS. NO RANDOM SHUTDOWNS. IT'S TIME WE STOP RELYING ON PLATFORMS THAT WEREN'T BUILT FOR OUR CULTURE. THIS IS A FRESH SPACE FOR DANCERS TO RECLAIM OUR VOICES, RECONNECT WITH EACH OTHER, AND KEEP THE RHYTHM OF OUR COMMUNITY STRONG—NO MATTER WHAT GETS DELETED.

THANK YOU FOR BEING HERE. LET'S BUILD SOMETHING THAT LASTS, AND THAT WE CONTROL.

Love, Rachel