

### **Parangal Dance Company Social Media Case Study**

Parangal Dance Company is a non profit Filipino Folk Dance Group based in San Francisco. Founded by Eric Solano in 2008, Parangal teaches throughout the community, tours globally, and learns from indigenous peoples (IP) of the Philippines. As shared throughout their Social Media, “We create awareness and advocate for Philippine Indigenous People’s culture, traditions, and stories through attire, music, and dance” (Appendix 1).

Right when you visit Parangal’s website, the company’s values are clear: “Discover. Preserve. Educate. Inspire” (Appendix 2). Further explained in the About page, visitors can find detailed intentions of Parangal’s values. They discover “Philippine Indigenous people’s culture and arts,” preserve “the Philippine Indigenous People’s culture through performances and workshops,” educate “its members and the community,” and aspire to inspire others (“About,” 2018). On the same page, they share their Mission and Vision Statement:

“Parangal Dance Company’s mission is to give tribute to Philippine heritage by preserving and promoting ethnic attire, music, and dance through research, workshops, and performances. We aim to serve as a bridge, inspiring and connecting Filipino Americans to their roots to give them a sense of pride and identity, while educating diverse communities to foster awareness and appreciation of Philippine culture” (“About,” 2018)

Following their mission statement is their vision, which is summarized in 6 objectives: 1) To provide various workshops, 2) Sponsor public events, 3) Promote the arts, 4) Nurture its members to reach their artistic potential, 5) Encourage learning and participation to pass its legacy onto future generations, and 6) Exchange with IPs to preserve culture and heritage. The additional ways Parangal is living out their work, and how others can get involved, are the pages found on their website: News, Dances, Festivals, Donate, and Media, and Contact (“Parangal,” 2018).

Parangal’s mission, vision, and values are reflected in their Social Media accounts on Instagram, FaceBook, and YouTube through their pictures, videos, and texts. Their Instagram content illustrates that their attention merits from Parangal’s constant activity and engagement. They post everyday with cultural awareness, important dates to save, words of motivation, and membership and community shoutouts (Appendix 1a). If mentioned in a post, mention, or story, Parangal responds in a timely manner, acknowledging their followers and creating a connected community (Appendix 1b). They successfully utilize Instagram’s feature to include highlights on their profile. For example, Parangal currently has “Highlights,” “Padayon 10...,” “Banga,” “Singkil,” and “Dance,” reflecting the dances and fields they excel in; in addition to what they

are preparing for. This builds their credibility as a dance company and accessibility to be a resource.

Based on observation, Parangal's Instagram and Facebook accounts are connected. Both accounts post the same content, although Parangal also uses its Facebook profile to share articles or feature a cultural bearer (Appendix 3b & 3c). Like their Instagram, Parangal's response time on Facebook is quick. Seeing "Typically replies within an hour" and "Always open" ensures visitors that they will receive a response if they reach out to the company. It is also noteworthy that Parangal's page is so far rated 5 stars, has been liked 3,144 times, and is followed by 3,111 people. This promotes Parangal as a well-known, established organization.

Another Social Media platform Parangal uses is YouTube. This account is where the company can have room for growth. Currently, Parangal's YouTube channel has 404 subscribers and 73 videos. Their views range from a minimum of 30 on their latest video, "Performance Art and Learning at Rhythmix Cultural Works," posted a month ago to a high of 155k on a video posted 7 years ago, "Singkil - Parangal Dance Company." There have not been frequent uploads compared to their peak several years ago. Prior to the video posted within the month, there is a year gap from the last upload. A lack of activity can influence the channel's relevancy and lose potential views/subscribers, reflected in the latest video's low of 30 views.

Recommendations to revamp Parangal's YouTube channel to post videos of performances more frequently; even monthly would be manageable and sustainable. New content that may be appealing for audiences are creating a short promotional video, having membership spotlights, and recapping tours or big events through vlog-like videos. A promo video could be used to invite the community to attend rehearsals or join Parangal. People are usually unfamiliar when and where Parangal practices so a quick promo video would be useful and easy to share. Just as members are spotlighted on their Instagram and Facebook, Parangal can use YouTube to give a voice and personality to the pictures viewers are seeing on membership. This gives visitors a sense of connectedness and humanizes Parangal members with everyday people. Vlog-like recap videos can serve as an insight to tours or events. It allows viewers to experience Parangal's journey and gives a behind-the-scenes perspective. It could also be a chance for viewers to see Parangal's personality as a whole: they are more than dancers, they are also friends and family.

Additional areas of growth for Parangal's overall social media is creating a history and team page, limiting a number of posts per day, and setting up a Twitter account. Including a history and team page on Parangal's website can give context to why and when the company started. Having a team page could give additional context of who is involved and what their position is. It could also give familiarity of who to talk to if they see Parangal at a performance or in the everyday public. Limiting a number of posts per day can be applied to all their accounts. It is important to not flood followers with posts - it can be seen as overwhelming or even spam. 2-3 posts per day would still be effective. If they wish to post more, this is where they can use Instagram and resharing relevant articles/posts on Facebook. An account that is not being

utilized by Parangal is Twitter. Including this platform in their Social Media can connect Parangal to a younger audience. Reaching out to this demographic can help them reach their vision to “Encourage learning and participation to pass its legacy onto future generations.”

Parangal’s overall social media carries 6 strengths: 1) Birthday shout outs, 2) Membership’s outside involvements, 3) Friday updates, 4) Inclusive language, 5) Portfolio, 6) Social media aligns with their mission and vision. Parangal is persistent as giving birthday shout outs and tagging their members in the post (Appendix 5a & 5b). This reflects how Parangal values, appreciates, and celebrates its membership. An additional way they show this value is through attending and sharing member’s involvements outside of Parangal (Appendix 6a & 6b). This shows how close Parangal’s community is because they support each other outside of practices and performances. Inside practices Parangal gives Friday updates of what dance piece they are working on and who they are learning from, which performance they are preparing for, and when to come watch (Appendix 7). This keeps followers informed of what Parangal is doing and how they can participate. Parangal’s language is inclusive with descriptions or messages that include “we” or “us,” building community and inviting anyone to be a part of the company.

Parangal’s portfolio is elegantly presented on their website (“Dances,” 2018). Their repertoire includes descriptions and images of the dances that Parangal has learned from 18 indigenous groups. This enables visitors to learn about the dance and peoples while being given a visual aid. As a cultural dance company, it is vital that their Social Media has a page or section dedicated to their portfolio. Because of Parangal’s active engagement on Social Media through posts or messages, they are able to align their mission and vision to their Instagram, FaceBook, and YouTube. Their “mission is to give tribute to Philippine heritage by preserving and promoting ethnic attire, music, and dance through research, workshops, and performances”; and they have become a source of representation for Philippine arts and culture by sharing out who they are learning from, what they are learning, when they are performing, and why they continue to do this work. While their content is more organic, they have a flow that has successfully gained 1,600+ followers on Instagram, 3,000+ likes on FaceBook, and 400+ subscribers on YouTube. To help Parangal grow their brand and Social Media presence, I will be asking my classmates the following questions:

- At face level, what stands out to you?
- How can Parangal grow their YouTube channel?
- In what ways do you see Parangal building community through its social media
- How can Parangal reach more communities?
- After seeing their social media, which value do you believe is most strongly reflected?

Any feedback during class will be shared to Parangal’s Director, Eric Solano, and Executive Director, Dio-Ann Valmores to help Parangal continue building community.

# Appendix

1a & 1b

The image shows two screenshots from an Instagram profile for 'parangaldancecompany'. The left screenshot displays the profile header with 1,897 posts, 1,676 followers, and 1,276 following. The bio states: 'Parangal Dance Company We create awareness and advocate for Philippine Indigenous People's culture, traditions, and stories through attire, music, and dance. www.Parangal.org/ Followed by day\_breaking, aserettecorpus, noelleydances + 89 more'. Below the bio are five highlight icons labeled 'Highlights', 'Padayon 10...', 'Banga', 'Singkil', and 'Dance'. The right screenshot shows a portion of the story feed with three stories. The first story is dated 'March 16, 2018 at 8:41 PM' and is captioned 'Mentioned parangaldancecompany in your story'. The second story is dated 'March 16, 2018 at 11:00 PM' and is captioned 'Replied to your story'. The third story is dated 'March 29, 2018 at 7:11 AM' and is captioned 'Opened'. The bottom of the right screenshot shows a 'Write a message...' input field with icons for gallery and heart.



3a

A screenshot of the Facebook page for the Parangal Dance Company. On the left is a vertical navigation menu with options: Home, About, Events, Photos, Videos, Community, Groups, Reviews, Posts, and Email Signup. The main content area features a cover photo of two dancers in elaborate, colorful costumes with large, multi-layered skirts. Below the cover photo are buttons for 'Liked', 'Following', 'Create Fundraiser', 'Donate', and 'Send Message'. Underneath the cover photo is a 'Photos' section with a photo of a woman in traditional attire holding a large woven basket. To the right of the photos is a 'Community' section showing a 5.0 star rating, 'Always Open' status, and information about likes and followers. At the bottom right is an 'About' section with a 'Send Message' button.

3b & 3c





Parangal Dance Company added 11 new photos.

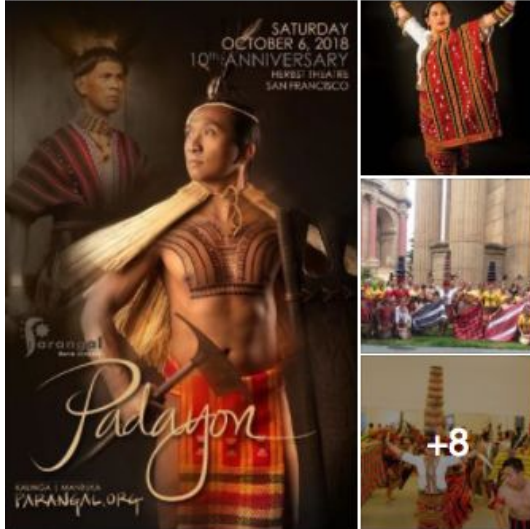
April 9 at 2:31pm · 🌐

Featured Padayon Culture Bearer:

Culture Bearer Jenny Bawer-Young: #Kalinga

Jenny Bawer Young was born and cradled by a family that bears the Kalinga traditional way of life. Since childhood, Jenny's parents and grandparents have been passing onto her and her siblings their knowledge on and practice of Kalinga traditional arts particularly Laga (backstrap weaving), music, chants and dances.

Jenny has performed and conducted Kalinga traditional arts workshops in her native Co... See More



Like Comment Share

Major Julian, June Arellano and 73 others

19 Shares



Parangal Dance Company shared British Council Philippines's post.

April 10 at 12:51pm · 🌐



British Council Philippines

April 10 at 3:46am · 🌐

Like Page

In December last year, The Maranao Collectibles By Salika&Jardin was among the winners of our first social enterprise ideation camp for Bangsamoro communities u...

See More

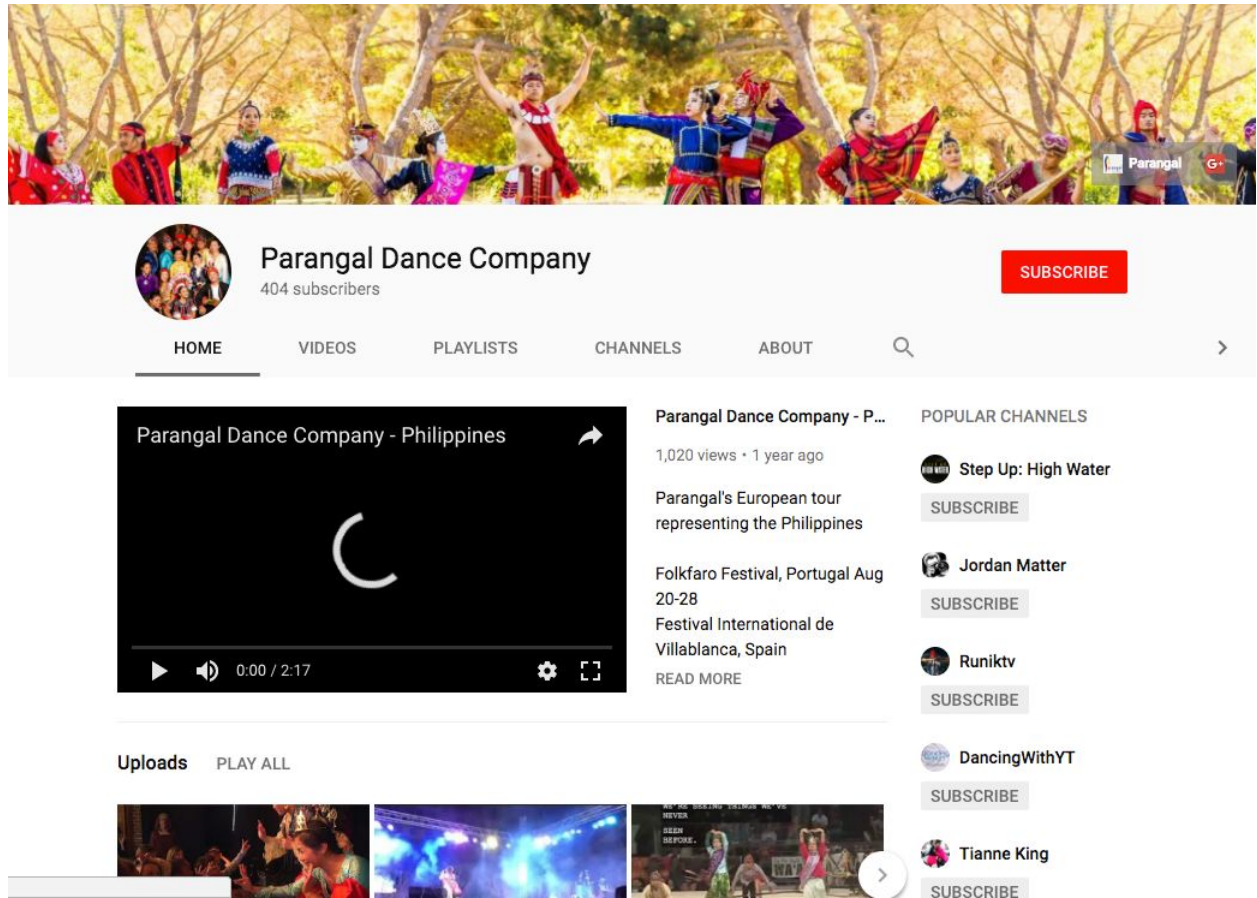


NEWS.MB.COM.PH

The weavers of Marawi

Inside the house of Madrasah teacher Sohra Olowa, 53, meters...

4



The image shows the YouTube channel page for the Parangal Dance Company. At the top is a banner image of dancers in traditional Philippine attire performing outdoors. Below the banner is the channel's profile picture, name "Parangal Dance Company", and subscriber count "404 subscribers". A red "SUBSCRIBE" button is located to the right. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", and "ABOUT".

The main content area features a video player for "Parangal Dance Company - Philippines" which is currently loading. To the right of the video player, the video title is "Parangal Dance Company - P...", with 1,020 views and posted 1 year ago. The description reads: "Parangal's European tour representing the Philippines", "Folkfaro Festival, Portugal Aug 20-28", and "Festival Internacional de Villablanca, Spain". A "READ MORE" link is provided.

Below the video player is the "Uploads" section with a "PLAY ALL" button and three video thumbnails. To the right is the "POPULAR CHANNELS" section, listing channels like "Step Up: High Water", "Jordan Matter", "Runiktv", "DancingWithYT", and "Tianne King", each with a "SUBSCRIBE" button.

5a & 5b



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**Parangal Dance Company**  
Happy Birthday Vanessa!

Mobile Uploads · Apr 5 · 🌐

[View Full Size](#) · [More Options](#)

Like Comment Share

parangaldancecompany



Liked by n.julius, rjaysandtoes and 66 others

**parangaldancecompany** Happy birthday Ate Jenny! Wishing you more birthdays to come. Thank you for sharing #Kalinga culture with us, community and to the world. Enjoy your bday and trip.

6a & 6b



parangaldancecompany



Liked by edongerz, n.julius and 25 others

**parangaldancecompany** Great evening with the Pamilya Castro's LookOut for @ricerockettes InSpace Show. Madonna you're beautiful and that jump split - wow!

1 DAY AGO



**Parangal Dance Company** shared Five Feet Dance's photo.

April 5 at 9:52pm · 🌐

Check out [Five Feet Dance](#) (de)classified until next weekend!





**Parangal Dance Company**

April 8 at 3:11pm · 🌐

Image with #SFEDF Artistic Directors- Patrick, Mahea, Latanya, and Production team Sonia and Dudley post EDF rehearsal visit.

Parangal performing Artists of 40 ready for San Francisco Ethnic Dance Festival 40th on July 14-15 at San Francisco Opera House!

This year's piece is our #parangal or #tribute to peace loving people of Marawi, Lanao Del Sur, the Meranao's who suffered under siege....

[See More](#)



Like



Comment



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## References

About. (2018). Retrieved April 12, 2018, from <http://www.parangal.org/about/#parangal>

Dances. (2018). Retrieved April 12, 2018 from <http://www.parangal.org/dances/#ata-manobo-1>

Parangal. (2018). Retrieved April 12, 2018 from <http://www.parangal.org/#home>