

FORD THEATRES
12-WEEK SOCIAL MEDIA GUIDE

Week 12

- Establish someone to be the social media contact for your group. This person will be responsible for posting assets (videos, pictures, articles) online, creating & maintaining accounts and will be the liaison for social media activities with the Ford Theatres. If not already established:
 - Create a Facebook Page for your group
 - Create a Twitter account for your group
 - Create a YouTube page for your group

Week 11

- Connect with the Ford Theatres social media accounts:
 - Like us on Facebook: facebook.com/fordtheatres; when posting about your event use @fordtheatres
 - Follow us on Twitter: twitter.com/fordtheatres; when tweeting about your event use #fordla
 - Subscribe to our YouTube channel: youtube.com/fordtheatresla
- Check your event page at FordTheatres.org to ensure all information is correct.

Week 10

- Populate Your Group Facebook Page
 - Ask each member of your organization to ask all of their personal friends on Facebook to like your group page
 - Begin adding content (pictures, videos) of your group to the page. No need to upload everything you have right away. Spacing out the timing of when new media is uploaded allows for regular status updates on news feeds
- Increase Twitter Presence
 - Have your group profile follow your friends on Twitter

- Ask everyone in the group to ask their followers on their personal accounts to follow your group's Twitter account
- Start following brands / people / groups that interest or are similar to your group
- Use the "Who to Follow" Tab on your account to view suggestions, browse interests or find friends
- Populate YouTube Page
 - Upload good video content you may have of your group
 - Begin "favoriting" videos that you find that are relevant to your group
 - Subscribe to channels that may be of interest

Week 9

- Take control of your group's Facebook Event Invitation
 - Click "I'm Attending" to the Event Invitation created for your group on the Ford Theatres Facebook Page
 - Contact kglann@arts.lacounty.gov to add you as an administrator to your event invitation
 - Update / edit the content on your event invitation and begin inviting friends
 - Ensure all social media assets have descriptions with links to the event page that allows patrons to purchase tickets
- Start a calendar for your social media strategy
 - Update status on your Group's Facebook page and Twitter account at least 3 times per week
 - Your posts should follow the following ratio to increase interaction and likes: 80% entertainment/20% promotion
 - Status updates don't always have to be about you or your group. Introduce your personality; if there are articles/videos/pictures you found that connects with your group, or is just something that you find interesting, begin sharing / posting about them.

- Writing posts when you are feeling creative and saving them for later posting to your wall and creating a monthly calendar of post/tweet ideas is a great way to avoid the problem of having to post and/or tweet when you have writers' block.
 - Begin liking other pages on Facebook that have communities that could appeal to your group
 - As an administrator of your group pages, you can use Facebook as your group page (instead of you personally). Login, then switch to "use Facebook as your group page" and begin "liking" and "commenting" as your group's profile
 - One area to start with could be arts organizations in Los Angeles. With over 4,000+ located in LA County alone, if you "Liked" just one per day, that would be enough work for the next 10 years
 - Start by participating in other people's conversations. Find posts on walls that have several comments and/or likes associated with it. Then begin participating in those conversations, or at least begin liking certain comments. Everyone involved in those conversations will begin to notice your group's page as a profile when you participate and will increase the likelihood that they will begin commenting and liking your group posts. This increased engagement means that when you post about your show on your wall, more people will see it.
- Make sure your publicist's PR list includes blogs and other online media publications
 - Many online publications allow you to submit your group's event in their monthly calendar
 - Local bloggers may attend a rehearsal and feature your group in exchange for free tickets to the show. Make sure your publicist is inviting bloggers to rehearsals/pitching stories so that the article will appear online before your event.

Week 8

- Continue Social Media Strategy
 - Update Status at least 3 times per week
 - Like other Pages and participate in conversations
- Organize production of new Social media assets

- The Ford Theatres communication staff has resources to make a limited number of promotional videos
- And/or, work independently with photographers, videographers, etc. to create new assets
- Ensure that new assets will be produced and distributed online prior to performance date
- *Optional (if you have time/resources): Sign up for a free account at MeetUp.com
 - Search for groups in the local area that could contain members with similar interests
 - Add topics to your profile in order to get Emailed events that might interest your group
 - Ask all of the members of your group to sign up for a MeetUp.com account and participate

Week 7

- Launch an interactive promotion to grow the size of your audience
 - Run a sweepstakes offering a pair or two of free tickets to your show as the grand prize. Make it easy (“like our page and be entered to win” or “be the 2,000th person to like our page and you will win...”)
 - Purchase an application like WildfireApp.com (very affordable), or run the promotion by asking people to participate on your Facebook wall & Twitter account
- Maintain Social Media calendar
 - Update profile 3 times per week
 - Participate in conversations using Facebook as your Group; like other people’s comments & posts; re-tweet other people’s messages on Twitter
 - Check MeetUp.com account for any relevant events/groups
- Take pictures of rehearsal or costumes and upload them to Facebook and/or take video “outtakes” of rehearsal and upload them to Youtube. Share the Youtube link on Facebook and Twitter.

Week 6

- Assess Social Media strategy
 - Review Facebook Page Insights statistics

- Download free WildfireApp Social Media Monitor and compare your group's Facebook and Twitter accounts with others
- Check Google Analytics on your group's website for trends
- Check with Ford Theatres to determine number of pre-sale tickets sold so far. If necessary, reevaluate strategy with Productions Marketing Manager

Week 5

- Produce new social media assets
 - Send MP3 of music used in your show to communications@arts.lacounty.gov
 - Energize your artists to get creative in capturing rehearsal/development process on photo/video and share that content
- Maintain Social Media calendar
 - Share set and/or costume design renderings or photos of elements as they are produced
 - Mention show date at Ford Theatres more often in posts relating to new social media assets
 - Don't forget to use #fordla in tweets about show; and @fordtheatres in Facebook posts about show
- Determine winners of your interactive promotion
 - Announce winners in posts and monthly update
 - Assess the success of the promotion by analyzing the statistics regarding audience growth and interactivity

Week 4

- * (optional) Check MeetUp account. If it makes sense, consider attending events that might have guests that would like your show
 - Attend an event that is popular - but not too popular... you want to have a chance to be able to meet people
 - Take other members of your ensemble with you to these events
- Launch another interactive promotion, ideas:
 - Ticket giveaways
 - VIP passes

- “Meet the Artist” opportunity

Week 3

- Follow up with your publicist about online PR efforts
- Begin posting new social media assets
 - Upload videos, photos, & articles online through Facebook, Twitter, & YouTube accounts – as well as on the main Ford website (send materials to communications@arts.lacounty.gov)
 - Ask fans/friends for feedback on new material. Specifically come up with a question (ideally a yes/no, or easy to answer question, i.e. “example?”)
 - Start Tweeting using the Ford Theatres hashtag (#fordla) so your tweets show up on the FordTheatres.org Twitter feed
- Distribute promotional media materials
 - Ramp up distribution efforts with flyers, postcards, etc.
 - Share more DropCards

Week 2

- Maintain Social Media calendar
 - Take pictures and/or video at rehearsals and use as your status updates and tweets; send to communications@arts.lacounty.gov
 - Mention show date at Ford Theatres more often in posts relating to new social media assets (use @fordtheatres)
 - Remind your artists to post and tweet about their upcoming performance

Week 1 (Event Week)

- Document portions of setup/dress rehearsal at Ford Theatres
 - Share as photos on Facebook and Twitter
 - Use camcorder and/or a FlipCam to shoot videos that can easily upload to Facebook and YouTube
- Coincide social media strategy with other offline PR efforts
 - Post about radio interviews, TV appearances or print/online feature stories