

California Community Theatre

Top Ten (or More) List

Social Media

This is a list of successful tips and advice for community
theatre social media

California
Communi**theatre**

Social Media

- Brand each show by consistently using the same logo with your theater logo in all images and posts.
- Use it often and consistently.
- The videos we make seem to get the best reactions. If you have a person that has the skill to shoot and edit I highly recommend doing so. Post them on as many community pages as is possible and that make sense.
- Pictures and/or graphics help gain/retain interest.
- Post Often to engage audiences.
- Get someone who really knows what they are doing to run your social media.
- To use videos, it is a very good tool.
- Include some 'get to know you' posts, showing cast or directors/designers, etc.
- Be sure to include non-performance info posts, like participating in a community event, or theatre fundraisers, or even just pictures of tech or your theatre facility.
- 'Like' other theatre posts in your area.