



## RADIUM GIRLS SOCIAL MEDIA

The CGHS Drama Club has three social media accounts: Facebook, Instagram and Twitter that give us the best opportunity to promote our show.

- **Instagram** – Instagram is the most popular social media for our drama program. We used Instagram the most to promote the show. Instagram: @cghsdrama.
- **Twitter** – Twitter reaches all types of people. Our audience is broader on this site. Twitter: @cghsdrama.
- **Facebook** – Facebook has a broad audience, especially our parents who we ask to share our posts. Facebook page: cghsdrama.

## SOCIAL MEDIA CALENDAR

Creating a social media calendar and having a consistent posting schedule was important to grow and engage our followers. Calendars were made for January, February and March (see attached). The daily posting schedule included:

**Understudy Sunday** – This day was used to spotlight our understudies and the importance of their roles. They were given flexibility to record a video on their own and describe how they felt about their role and the show.

**Monday** – Every Monday a cast member would talk about their character.



**Tech Tuesday** – These posts spotlighted all aspects of what happened backstage to make the show come to life. This included the hard-working stage management, props, costumes and make up teams. This was a great opportunity to make sure that the crew knows that what they do is just as important as the cast! These posts were both photos and videos.

**Ticket Sale Thursday**– These weekly posts shared information about the show run and encouraged people to get their tickets.

**Friday Instagram Takeovers** – Cast and crew members were assigned the chance to take-over our Instagram account. They were given guidelines to promote the show with students who are not in the drama club. They also showed behind the scene clips during rehearsal and interviewed other members of the cast and crew. Last, they talked about how they felt about the show.

**Sob Sister Saturday** – Cast members (not including understudies) were assigned to record a vlog. Cast members used the vlog to talk about their character and relate more to the show.

**Tech Week Activity** –

**Covid**



## **CARDINAL GIBBONS PUBLICITY**

We worked very hard to promote the show to our own students, faculty, families and other supporters. Here are just a few things that we did:

- Cardinal Gibbons marketing department's resources including the school's social media accounts and webpage.
- Morning and afternoon announcements for the weeks leading up to the show.
- Show posters were hung in high traffic areas and classrooms.
- Rack cards were put in the main office area and were given out.
- CGHS students were included in the Instagram Takeovers.
- Cast and crew wore their show t-shirts.
- Cast and crew used their personal social media accounts.
- Cast and crew had a video contest where they were encouraged to promote the show to win