



## 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 February, March and April. 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.

**Music Monday** – Music Monday showcased the cast learning the show's dances and music.

**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 is a great opportunity to make sure that the crew knows that what they do is just as important as the cast! These posts include both photos and videos.

**Wisdom Wednesday** – This spotlight showcased the Vietnamese culture including food, entertainment, new words/phrases, etc. Cast and crew members shared information so that potential guests can learn more about Vietnam and its interesting culture.

**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.

**Saturday Character Vlogs** – 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.



## TRADITIONAL MEDIA

### **PRESS RELEASE – see attached Release and Article**

A press release was written and sent out to a targeted media list that included local newspapers and magazines. I made sure to email back and forth with reporters to thank them and ask for more support. The following newspapers and magazines were contacted:

- Broadwayworld.com/Ft Lauderdale
- Sun-Sentinel
- Gold Coast Magazine
- City and Shore Magazine
- Ft. Lauderdale Magazine
- Miami Herald

### **EVENT CALENDARS/POSTINGS**

I researched various online event calendars and added Miss Saigon to the following local event calendar/listings:

- Sun-Sentinel
- Florida Theatre
- Broadwayworld.com
- Theatermania.com



## **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.
- History and English teachers had students read and discuss articles pertaining to the Vietnam war for a few weeks leading up to the show. The goal was to have students remove themselves from viewing war in terms of statistics but to enter the lives of those who have situations beyond their control – see attached pre and post activities.
- Article in the February Chief Newsletter
- 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 regularly 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 a prize!



## **PUBLICITY PHOTO SHOOT**

We organized a photo shoot so that we would have professional photo to use when sending out press releases and for our social media promotions on Instagram and Facebook.

A local photographer handled the shoot afterschool and included the cast acting out some of the scenes, as well as head shots.

See attached collages for a sample of the pictures.