



SOCIAL MEDIA

The CGHS Drama Club has four social media accounts: Facebook, Instagram, Snap Chat, 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.
- **Snapchat** – With Snapchat's format we can only really use it efficiently during tech week. We had daily takeovers with cast and crew both participating. We also have a geotag at both Cardinal Gibbons and NSU campuses. These geotags feature artwork and details of the show. Snapchat: @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 October, November and September (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.

Music Monday – We rehearsed our dance routines every Monday where I would record and then post a video that evening. Music Monday showcased the cast learning the show's catchy 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 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.

Wednesday Coffee Talk with the Clerk – This spotlight was the most entertaining and engaging of all our posts. Clerk Bertha, played by the entertaining Emma Gidlow, included her interviewing various cast members. Emma always made it a point to shout out show information. The cast looked forward to their chance to chat with Clerk Bertha. We also used custom coffee mugs for a special touch.

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

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 – article written by David McKibbon was posted on 9/29/19

Sun-Sentinel (newsfeed and rhagwood) – sent two times

Gold Coast Magazine (Melissa Puppo, Editor)

City and Shore Magazine (Mark Williams, Editor) – agreed to post on October and November calendars

Ft. Lauderdale Magazine (Erik Peterson, Editor)

After the show, I will also send out a final news release after the event to leverage the event because the show itself is news. This release will be a short article which summarizes the high points of the show and provides contact information and the opportunity to get on a list for the next show.



EVENT CALENDARS/POSTINGS

I researched various online event calendars and added Bright Star 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.
- Article in the October Chief Newsletter – see attached
- 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 a prize!