

For our two shows this past season, social media was an important promotional tool. Regina Lyric Musical Theatre has a good following on Facebook, but their Instagram account is substantially smaller in comparison. Our goal was to use social media as effectively as possible to promote our shows, while also growing our presence on all platforms.

In addition to our successful creative campaign on social media, Lyric continues to leverage marketing efforts through e-blasts to a list of past and present members and contributors. Our messaging is consistent between social media and e-blasts to promote auditions, show announcements and ticket sales.

Social Media Marketing – Deanna Patterson

SAPPHIRE GALA

I wanted to use the occasion of the Sapphire Gala to highlight past productions and performers who have been instrumental to the organization. The process was:

1. Find high-quality archival photos of past productions.
2. Choose a handful that feature a specific performer.
3. Reach out to the performer and ask them to provide a reflection on their experience in the production.

This was not an efficient process. It was difficult to get responses, which made posting inconsistent and at the mercy of when performer reflections were received. It was also difficult to find photos for the posts. This is partly due to inconsistent digitizing of archival materials, which is a job I would like to contribute to in the future.

Another shortcoming this process presented was that social media posts ended up highlighting only past performers. It excluded stage managers, producers, directors, and anyone else who were involved in productions off-stage. This isn't an accurate reflection of Regina Lyric Musical Theatre as an organization, nor was it appropriate to only celebrate performers for an anniversary year, but due to the visual nature of social media, the promotional posts just ended up being performer heavy. This is something I attempted to address in social media strategy for the next show.

HERE COME THE 70's

My main goal in promoting the Lyric Singer's show was to include as many people involved with the show as possible, not just performers. Cast and "crew" (director and musicians) were invited to dress up in 70's garb for a photo shoot during an evening rehearsal. Everyone was then invited to respond to a short questionnaire from which social media captions were created and tailored to each individual.

This was a much more streamlined process. As responses to the questionnaire arrived, posts could be prepared in advance. This allowed for continuous once a day posting, which became easier when our Facebook and Instagram accounts were linked via Meta Business. By changing our social media accounts to business accounts, it allows access to different tools such as scheduling posts. This saved me a ton of time and made promotion efficient and reliable.

Not everyone responded to the questionnaire, and that's okay. I didn't want to force anyone to participate that wasn't comfortable having their image posted on social media. No one complained that

they were excluded, at least not to me, so I hope everyone who wanted to be included was able to see their photo on our pages and share with their friends.

I also tried running an Instagram exclusive campaign, pitching songs from the show's set list in a round-robin battle to see which was the ultimate 70's bop. It was fun. I don't think it attracted a ton of traffic, but I was able to grow the Instagram account throughout the promotion of the show so I am happy to have achieved that.

Publicity – Adriana Putz

SAPPHIRE GALA

For the Sapphire Anniversary Gala, we drafted a news release highlighting the 45-year milestone and our history as a not-for-profit arts organization. We highlighted the important tradition of community theatre and how it builds relationships and brings audiences and performers together. Through outreach to the media we booked interviews with CTV News at Noon, Access 7 Talk of the Town, Global Regina Morning News and CJME radio on the Greg Morgan Morning Show. We also invited a CBC reporter to do a feature story on CBC Morning News, and the Leader Post also ran a feature story about the anniversary.

Global Regina filmed feature interviews and then filmed the Gala for a news story and a Focus Saskatchewan feature mini documentary. Due to scheduling conflicts the story and mini documentary aired after the event but still served as an excellent way to promote the organization as a whole.

HERE COME THE 70'S

For the spring show we also pursued regular interviews with our broadcast news stations including CTV, CBC Morning, and Global. The Leader Post arts reporter declined to do a story for the spring show, saying he needed a better "hook" to the story than an upcoming show. We will continue to brainstorm ideas for story pitches with the Leader Post to get coverage for future shows.

Marketing (website, e-blast, print materials) – group

SAPPHIRE GALA

Adriana Putz developed and sent out e-blasts, Megan Horne handled website updates, Deanna Patterson created the show brand and poster, and Ed Willett/Jane Ursan/Rob Ursan did the program for the event.

HERE COME THE 70'S – Jamie Young

The purpose of digital marketing for RLMT is to create a cohesive campaign that runs from auditions to post-event, creating a narrative that supports social media and publicity efforts.

Having just returned, I began working on the campaign in early March to develop the show brand, which was used to create the show's promotional poster as well as creative for the website, social and ticketing site. Once these materials were developed, we used e-blasts to formally promote the show and ticket sales. I sent a number of e-blasts throughout April and May to continue promotions and keep the show top of mind.

I developed the show program once we had started promotions, and I worked with the board and our show group to secure advertising. We work with other groups such as 'Do It With Class' and 'Regina Summer Stage' to cross-promote our shows to each group's mailing and social media lists.

Once the show wrapped up we sent a post-show thank you and a save the date for the AGM.

The website was updated to mirror the campaign, posting information to support each phase of the season.

Post-Season Comments

Dividing the work of social media, publicity and email has served to help balance the workload. This leads to more creativity and the creation of best practices through teamwork as we build our audiences and pool of performers through new styles of promotion.