

Social Media Guide for Calgary Fringe Festival Theatre Artists

How to make the most of your experience performing with us this summer



GET YOUR FRINGE ON

CALGARY FRINGE FESTIVAL

www.calgaryfringe.ca

August 4th - August 12th, 2017

Uncensored, Unexpected, Unforgettable Theatre

OF THE LIVING DEAD

www.calgaryfringe.ca | [@calgaryfringe](https://twitter.com/calgaryfringe)

Welcome to the 2017 Calgary Fringe Festival! We've put together some tips and tricks of the trade to help you successfully promote your upcoming show online, connect with influencers in the Calgary theatre community, and build the kind of buzz & engagement your art deserves.

Got questions? Contact Rachelle Williams, CFF Social Media Manager: rachrwill@gmail.com

Facebook Marketing Tools



Designated Page

Depending on how many tours you are participating in beyond the Calgary Fringe this year, it may be worthwhile to set up a Facebook page specifically for your show. This gives your work a home base where you can not only share photos, video, and updates about your tour experience and performance information (like dates, location, or cost), but also promote your art independently and economically.

Link back to the show page regularly on your own profile, and encourage friends and fans to do the same. If you do decide to up a designated page, be sure to let the Calgary Fringe know the name and URL so we can direct patrons to the link when publicizing your show as well.

Event Page

Another option for social marketing on Facebook is creating an event page for your event. This can be done alone or in conjunction with a designated Facebook page. Using this tool encourages people to RSVP for your show and also functions as an information hub for sharing multimedia material and fielding questions.

However, it does not require as much maintenance as a designated page – and it expires after a selected end date. You can also customize/organize event pages for your show by each festival, creating one for the Calgary Fringe, another for the Vancouver Fringe, etc.

Strategic Recommendations

- Use these methods consistently, with a more accelerated digital presence as the Calgary Fringe dates approach. This year it takes place from July 29 to August 6, 2016.
- Take advantage of Facebook's algorithm emphasis on “visual real estate” by attaching images to your posts. This is more likely to encourage users to engage with your post and pay attention, plus it adds color and personality to your messages.
- Consider “boosting” your post with a small budget to extend its reach beyond your friends, direct page subscribers, or event joiners. Boosted posts allow you to advertise without spending much money (as little as \$5 per boost) and do so with a targeted

audience: i.e. friends of friends, people who are interested in theatre, adults 18-55 who live in Calgary, fans of the Calgary Fringe, and so on.

- If you would like to include text on your image with a boosted post (show title, venue, slogan), make sure it covers 20% or less of the image so it will meet Facebook advertising guidelines and be approved for circulation.
- Share positive reviews (newspaper, blogs, overheard quotes, past critical commentary) to demonstrate recognition, celebrate with others, and provide third party resources that potential patrons can access to learn more about your show and what makes it worth attending.

Twitter Marketing Tools



Show Account

Much like the designated Facebook page option, this would be a Twitter account dedicated to your show for grassroots public relations and community building, 140 characters at a time.

Personal Account

If you are already fairly active on Twitter and have a steady following, it may be best to capitalize on that clout and use it to share, promote, and market your Calgary Fringe show directly via a personal account instead of starting a new short-lived, show-specific account.

Show Hashtag

Create a hashtag for your show to identify what it is, ensure that its title is familiar to audiences, track who else is talking about it, and organize your own sharing and promotion on Twitter. The earlier the better! Pair this with the official Calgary Fringe hashtag #yycfringe or our account @calgaryfringe so that we can amplify your message before and during the festival.

Strategic Recommendations

- The Calgary Twitter community is very sociable, active, arts-positive, and interested in supporting local festivals and events. Take advantage of this by using Calgary-specific hashtags to promote your show. Some popular city hashtags to incorporate into your

own tweets, and to search for like-minded people/potential patrons, include: #yyc, #sceneyyc, #yycarts, and #yyctheatre.

- Pay attention to who the influencers are. There are several key popular accounts among the Calgary “Twitterati” worth seeking out to chat with and perhaps invite to your show. Seeing who they tweet with and what they’re into can help you identify the who’s who of who to follow and share your show with.
- A good place to begin sleuthing on Twitter is by taking a look at who we follow at @calgaryfringe, plus other people and organizations like @mikesbloggity, @CIAwesome, @TheatreAlberta, @yycARTS, @designertweets, @SocialGrrrl, @InglewoodYYC, @Halfstep, @kaitkucy, @FFWDWeekly, @CalgaryArtsDev, and @ApplauseMeter.
- Take advantage of Twitter Analytics to see how people are responding to the kind of social marketing material you’re sharing about your show. If you see any patterns (like people viewing your show promo more often when there’s an attached poster, or receiving more viewers from a specific hashtag, and what type of tweets people are more likely to favorite or retweet), use that intel accordingly!
- Use shortlinks (bitly.com is a good free resource) to optimize space for content.
- Most importantly, be genuine and communicate with sincerity. Being personable and true to yourself and what your show is about is key for successful marketing on social media. Whether that’s humorous, dark, eccentric, sweet, raunchy, magical, or dramatic... own it. It counts, it shows, and it matters.

Other Marketing Tools & Considerations

- Public arts and community listings for Calgary
- Pitching your show to local publications for coverage
- “On the ground” street marketing with CFF attendees
- Partnering with Inglewood shops for poster display
- Collaborating with other CFF artists to spread the word
- Hosting a ticket contest or giveaway to generate buzz
- Interview/appearances at the CFF Late Night Cabaret