



10 simple tips for social media

1. Get scheduling

Using a free platform such as [Tweetdeck](#) allows you to schedule tweets in advance. You can also schedule Facebook posts directly on the site whilst posting, and the platform [Hootsuite](#) allows you to schedule both Facebook and Twitter.

2. Use images

Twitter and Facebook users engage better with visual content, be that images or video. You can also add your photos to [Flickr](#) and share directly from that site to others.

3. Find your voice

It's important to understand your social media voice and who you are talking to before beginning a campaign, and noting what your purpose is for engaging online. This is especially crucial when more than one person is managing your social media presence.

4. Do it year-round

Becoming active only during projects or performances appears disingenuous to users, and doesn't increase engagement long-term. Spending time to share content and updates throughout the year will help improve engagement when focusing on specific campaigns.

5. Track it and tag it

Using [Bitly](#) to shorten links for Twitter also means that you can track how many clicks each link has received. Making sure to use @ user handles and # hashtags on Twitter and Facebook also makes it easier to find out who and when people are talking your project.

6. Plan ahead

Rather than worrying about your social media presence on a weekly or daily basis, look at your theatre seasons months in advance to plan specific campaigns to run alongside pantomimes or artist residencies. Giving yourself more time to plan will give more freedom for creativity.

7. Know your platform

Remember that each social media platform is different, and that the content and messaging on [Instagram](#) will not necessarily appeal to Twitter users. Take some time to take stock of what platforms you use and how you want to use them.

8. Conversation, not proclamation!

These sites are called 'social' for a reason. Do not simply share your news- allow for discussion, debate and conversation with your users.

9. Record it

Storing and curating your campaign on [Storify](#) will allow you to record all the great things people have said and show the breadth of engagement. You can then share your Storify with partners and future audiences.

10. Collaborate with others

Look to work in partnership with like-minded venues or companies to spread your message further. Engage in conversation online and work together to promote each other's work equally. Generosity and sharing across social media with fellow companies or venues with similar ethos will also help to increase your presence.