

# Kitchen Dog Theatre Media Map

The following report will contain a map of social media channels the theatre will want to expand or begin using to enhance their position within their community, increase marketability, and reach, and engage, a larger audience base. These outlets will be added to the current marketing/development position and interns that already handle the administration of their frequently used Facebook page. As running various social media accounts can be time consuming, they may want to consider adding additional staff to the organization or delineating tasks to others so as to not overload their marketing/development manager.

## 1. Instagram

Kitchen Dog does not currently utilize Instagram. Theatre is in the business of visual arts and people love photos and videos. This type of media is easily consumed and does not require great amounts of thought to process so it makes for excellent way to reach a large audience. This will, if used correctly, enhance audience engagement through frequent posts (every other day at minimum). The media on Instagram can include behind the scenes photos, event photos, artist takeovers, rehearsal shots, set construction, etc. This media will allow the audience to engage in the art and feel like they are a part of it while creating a larger sense of community. Key in reaching younger audiences. Instagram is also easily syndicated to Facebook and Twitter for cross posting.

### **Benefits:**

- Engaging channel for web promotion and advertisement. Publicity.

- Online archive of organization photo and video content. Searched via hashtags and tags.
- Exposure to a larger audience and engaging with the younger community members
- Interesting visual media as opposed to text-based advertisements/plugs.
- Followers and sponsors linked to account via tags and usernames

**Risks/Downfalls:**

- Time consuming. Must be updated frequently every other day if not daily.
- Consistent quality and post style can be difficult to attain if more than one individual is posting.
- Requires staff time to moderate, post, and curate the content.
- Pressure to create regular and frequent interesting and engaging content to build follower base.

## 2. Twitter

Twitter is currently moderately utilized by Kitchen Dog, only really active in the weeks leading up to a show and after it has opened. Twitter is an excellent tool to use for extending the reach of a company and grow their audience through retweets and sharing. Twitter contains embedded metrics, even without paying, that allow users to see who is seeing their posts, how they are engaging with it, and when they are seeing it. With Twitter, Kitchen Dog could use this to their advantage by tweeting out short and easy to access content on a fairly regular schedule and know that their followers are seeing it. Twitter also allows for scheduling. So a media manager can schedule tweets months at a time and not devote time to it daily. They should be posting roughly 3-5 times per week.

**Benefits:**

- Content can be automated and scheduled in advance
- Easy to share and grow audience (followers, retweets, favorites, hashtags)
- Posts are short and concise not involving too much effort (150 characters)
- Free provision of metrics on engagement, viewership, etc.

**Risks/Downfalls:**

- Twitter, though short, can be the most time consuming platform as posts should be more frequent
- Twitter users can have 100s or 1000s of followers so exposure can be buried if not careful
- Can take time for new users to gain traction on twitter. Sometimes 1 year+
- Twitter is mistake prone w/o easy post-editing if not carefully monitored and proof read

### 3. Youtube

Kitchen Dog does not currently use Youtube. Video content is highly entertaining and has a higher perceived value as far consumers and advertisements go at times. The science behind this has to do with the fact that the consumer does nothing but watch and listen. Very easy for a user base to grasp. Youtube provides an opportunity for the theatre to provide high quality video content to market and promote special events, create upcoming show trailers, offer extensive artist/director interviews, day in the life behind the scenes video, donor relations/fundraising, grant applications, not too mention video archives. A good Youtube account offers a wide variety of content that has something for all their patrons.

**Benefits:**

- New way of allowing audiences to experience the theatre virtually through video
- Viral Marketing! Videos are one of the highest shared content on social media/web.

- High content traffic volumes. Over 1 billion users on Youtube/watching shared videos
- Easily integrated with social media to ensure viewership by all your audience.

**Risks/Downfalls:**

- Expensive. Good youtube market requires high quality videos which requires the right equipment and training.
- Making and editing videos can be even more time consuming than social media moderation
- Will require contracts/waivers for any appearing in videos to mitigate liability and ensure participants are willing
- Some Theatres have difficulty translating stage to video so time will need to be invested to ensure videos are done properly and conveying the message and feel of the theater correctly.
- Youtube has strict licensing regulations and polices videos thoroughly. All content will need to be vetted for music and spoken word carefully.