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MMC II Winter 2015

OCT Strategic Plan: Social Media

Social Media Strategic Plan:

Oregon Contemporary Theater has a substantial following on social media networks, boasting 781 followers on Twitter, 898 followers on Facebook, and 121 followers on Instagram as of March 15, 2015. Although OCT has a strong social media presence, we propose that OCT implement a posting schedule to promote upcoming and current events. OCT has expressed that statistically they see lighter attendance at the earlier part of their show’s start, which gains momentum towards the end of the show’s running time. Our social media plan would be used to help gain more exposure for the front end of their shows, instead of relying on the trickle down effect of word of mouth promotion. Our social media strategy would make use of their existing social media presence. No additional resources or personnel time would be needed to implement this plan, other than the brief time it takes to post something to their respective social media sites.

Schedule:

Two Weeks Prior to Opening Night:

	Monday	Tuesday	Wednes.	Thursday	Friday	Saturday	Sunday
Facebook	Intro to Show			Like/Share			
Twitter		Intro to Show				Retweet Opport.	
Instagram			Script Photo		Set Photo		Rehearsal Video

One Week Prior to Opening Night:

	Monday	Tuesday	Wednes.	Thursday	Friday	Saturday	Sunday
Facebook	Scene Tease			Like/Share	Promo Post		
Twitter		Scene Tease				Promo Tweet	
Instagram			Scene Photo		Scene Photo		Rehearsal Video

Opening Week:

	Monday	Tuesday	Wednes.	Thursday	Friday	Saturday	Sunday
Facebook	Open Question			Like/Share	Promo Post		
Twitter		Retweet Opport.				Promo Tweet	
Instagram			Actor Interview		Costume Photo		Actor Interview

Week Two of Show:

	Monday	Tuesday	Wednes.	Thursday	Friday	Saturday	Sunday
Facebook	Closing Post			Like/Share	Promo Post		
Twitter		Closing Post				Promo Tweet	
Instagram			Closing Photo		Closing Photo		Director Interview

In addition to the scheduled plan, we also recommend that OCT utilize hashtags for their promotional efforts to gain further exposure. OCT has expressed that one of their missing demographics from their shows are the high school aged students, as well as college aged students. The use of social media is embedded in the millennial culture, as well as the use of hashtags. Perhaps by using this feature to a greater extent would help OCT with their front end promotional efforts, as well as reaching out to this missing demographic.