

**Media Plan DRAFT**

Last term I discovered that the Strathmore Performing Arts Center does very little with social network. Therefore, there are my suggestions:

**Youtube:**

- Create a channel
- Begin a series of videos about past events, especially if they will happen in a regular basis in the future
- Post trailers of upcoming events
- Introduce the facility through videos

**Facebook:**

- Daily updates about the what, time and place of the events occurring
- Weekly posting a link to a calendar with all the events for a two week period
- Conducting trivia questions or raffles of some sort so audience can win free tickets
- Post livestream link if event is being broadcast
- Share videos posted in Youtube channel
- Post videos of guest-artists

**Flickr:**

Strathmore already has a Flickr account, but it has not been used in a while. In this account you can observe pictures that have been posted by staff members as well as spectators. Such range is good because it increases the credibility and allows the audience to feel like part of the organization.