

**How-To Guide**

**Press and social media manager**

**Role description in brief:**

Cultivate and maintain contacts within the local press, including sending out press releases and updates from each show, and managing BROS’s social media activity.

**Main responsibilities:**

* Run and maintain BROS’s social media activity on Twitter and Facebook
* Take part in marketing activities relating to social media
* Write the main press release for each show, and send out to relevant press contacts
* Control the distribution of rehearsal photos through our social media channels
* If necessary, distribute relevant show information and updates through our social media channels
* If necessary, invite and manage members of the press release coming to review our shows

**Responsibilities in detail**

**Running and maintaining the BROS social media channels:** The previous manager should have passed on the passwords you’ll need to access BROS on Twitter and Facebook, but they are also noted at the bottom of this guide. We use our social media to encourage new members to join the society, disseminate information regarding upcoming society events and of course, to promote our upcoming shows!

It’s up to you to find the best way to manage our social media output. We try and post at least two or three times per day on Twitter, and at least once every two days on Facebook. This activity often increases as we approach show week. Free programs such as Tweetdeck or Buffer may help you manage the output.

As we approach each show, we perform ‘social pushes.’ This is where we send our latest booking information and relevant images (usually the show flier) to event companies, influencers, press contacts and tourist information sites on Twitter. Try to plan for one social push four weeks out from opening night, and another one week out.

On the day-to-day updates, these usually revolve around publishing rehearsal photos and the box office link, plus anything else you can think of to promote the show! Twitter trends are also useful, for example use #ThrowbackThursday to promote the history of the show, and the #WednesdayWant and #FridayFact tags are also useful.

It’s important to note that there are two BROS pages on Facebook. One is a members-only page, and one is our public-facing page. We post events relating to membership activities, for example our monthly member’s drinks, in the members page, and most publicity regarding the upcoming shows goes on our public-facing page.

It is recommended that you set up an event on the public-facing BROS page for every show, as it helps to have a ‘hub’ for each show.

At the monthly committee meetings, you should report on how many Twitter followers and page likes BROS now has, how that compares to other theatre companies at the same level, and any features which are working well or which need work.

Directors or members of the production team may send you rehearsal pictures from the current production. These should be posted as part of our publicity. It’s important to encourage directors, the production team and cast to take as many rehearsal pictures as possible.

As the role of social media manager is so closely related to marketing, it is recommended that you attend production meetings where marketing will be discussed, so you are kept up to date with that’s going on.

**Writing the press release and sending to press contacts:**

Part of your role involves writing the press release for the show. Sample press releases can be sent to you on request.

The press release should be tailored to each production, and should be formed around a ‘hook’ for the show. For example, have we played that theatre before? Is the story of the show in the news at the moment? Does the director have an interesting take on the show?

It’s recommended that you interview the director regarding their vision for the show, why they picked that show and their background fairly early on in the production, giving you time to write the release and send it out in good time.

The release itself should also include relevant information on dates, venues, ticket prices and should contain a link to the box office. A draft should be sent to the production team for approval before being sent out.

A list of press contacts should have been passed to you by the previous press manager, though it’s always worth cultivating your own contacts within the local press. When the release has been signed off, send it out to your press contacts with a relevant picture (this can be the show flier if necessary) and field any enquiries which come back.

**Inviting members of the press to review the show:**

This should be bought up for discussion with the production team early on in the rehearsal period. Different directors will have different attitudes on whether or not to invite a member of the press to review the production. If you decide to go ahead with a review, it’s best to invite one or two journalists to a performance of your choosing. For this, we usually give them two free tickets. It’s important to liase with the journalist to find out when and where their review will be published.

**Notes and potential difficulties:**

* It’s important to liaise frequently both with the marketing manager and the wider production team. Attend marketing meetings and make it your business to know what’s being done to promote the show
* Some production teams and directors will need hounding to provide you with rehearsal photos
* The issue of reviews is still a new one for BROS - make sure it’s bought up at the first available opportunity
* If you’re struggling to find an angle for the press release, talking to the director, production team and principal cast can often yield an interesting angle

**Contact point for help and advice:**

Darren Moss - 07595430930 / [darren.moss@brostc.org](mailto:darren.moss@brostc.org)

**Relevant links and information:**

BROS TC Twitter page: <https://twitter.com/brostc>

BROS members page on Facebook: <https://www.facebook.com/groups/2373286187/>

BROS public page on Facebook: <https://www.facebook.com/BROSTC/>

Twitter login: brostc/JORROCKS1908

Facebook login: Ask the previous social media manager to add you as an admin to both groups.