



SOCIAL MEDIA

Social media audiences love photos and videos that may seem trivial. Try posting photos of rehearsals or video clips or of fundraising events you are doing tend to drive the most traffic. Share with people what you are doing and they tend to be interested and supportive.

Remember, social media is a conversation. Talk to your fans and followers and talk to the people you follow. Ask them questions and share what it's like to put a Fringe show together.

Facebook:

- If you haven't already, you should set up a Facebook Fan page for your theatre company. It's super easy and lets you share information and events with a wide range of people. Invite all your friends and ask them to invite their friends.
- Facebook audiences do not tolerate too many posts. Keep things to once and day and try to avoid posting the same thing over and over again.
- The Fringe has two different FB accounts. The Vancouver Fringe as a person ([facebook.com/VancouverFringe](https://www.facebook.com/VancouverFringe)) and the Fan Page ([facebook.com/VancouverFringeFestival](https://www.facebook.com/VancouverFringeFestival)). Yes, this is confusing. But the Fan Page is more public (nearly 5984 likes vs only 1951 friends), so we recommend that you post on the **Fan Page**. As with your personal Facebook and/or Fan Page, only post interesting stuff and *please*, DO NOT POST DAILY on the Fringe's pages. Not only does it annoy us, but our fans as well.
- If you tag Vancouver Fringe in a post regarding your production, we'll do our best to share it on the Fan Page or you can post directly to the Vancouver Fringe Festival Fan Page and we will see it.
- Set up an event for your run at the Festival. Invite your friends and ask them to invite their friends. In the description, link back to our website (vancouverfringe.com). Make sure to invite the Fringe (person) to your event.
- Tag us in photos/videos that involve you or your show.

Twitter & Hootsuite:

- If you haven't already, please register your Twitter handle with us. We have a feed specifically for artists where we watch what you are posting so that we can retweet the info you share. Tweet us via Twitter to let us know you're an artist this year.
- Use #hashtags! A hashtag is simply a way for people to search for tweets that have a common topic. Our specific hashtag is **#vanfringe**. If you use it, we will see it and people searching **#VanFringe** will as well. So if you want your tweets to be more broadly seen, use hashtags like: **#Vancouver**, **#Theatre**, **#vanfringe**, etc. (Avoid #Fringe, because fans of the sci-fi TV show are rabid and they might lambaste you.)
- To talk to us directly use **@VancouverFringe**
- Use www.hootsuite.com to manage multiple accounts easily. You can set up streams for your FB, Twitter, and webpage. You can schedule tweets or posts for the day or week, which can make things easier for busy days. It also keeps track of your analytics so you can see how your social media posts are doing