

#munteatteri #minteater – Social media campaign

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Together with five other theatre organizations TINFO has organized a social media campaign two times (March 2016 and March 2017). Inspired by #LoveTheatreDay (UK) we asked the theatres, the artists, the theatre going audience and all theatre enthusiasts to share their passion for the theatre. The ways of participating were free, the main channels were Instagram, Twitter and Facebook.

I will present the overview of our campaign, how we organized it and what kind of issues we had to deal before and during the campaign.

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#munteatteri / #minteater

Social Media Campaign





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#MUNTEATTERI
ON KAIKKIEN

- Organized now twice (March 2016 & March 2017)
- Five partners: TINFO, Theatre Centrum, Actor's Union, Trade Union for Theatre and Media Finland (Teme), The Association of Finnish Theatres (STEFI)
- Veikkaus in 2017
- #Lovetheatreday
- Facebook, Instagram (5197 posts so far), Twitter

<https://www.facebook.com/munteatteri/>



Why do this?

- Better overall public coverage
- Attract more potential people to find theatre / performing arts
- Encourage theatres to use social media more (not just marketing)
- Bring the idea to grass root level
- Theatre needs to be seen and heard!



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What was our role?

- Campaign Coordinator
- Create campaign platform (FB, Instagram, Twitter)
- Be active ourselves, to make basic material, create activities
- To activate theatres and artists to share their work
- To activate public to post their feelings and thoughts about theatre (what is my theatre, what does theatre mean to me, what sort of experiences one has?)



How did me do it?

1. Communication Plan

- Who, What, When?
- Basic material, graphic design, text
- Press Release before and after

2. Find "campaign faces"


- Social Media figure, Public figure, Celebrity Famous Actor / Actress
- Commit them to be active during the campaign

How did me do it?

3. Be active yourself

- Post, Share, Comment, Redirect, Relink

4. Make a campaign callender

- Useful for you, useful for theatres
- Why March? 

National/international theme days and other activities

- We see you Migri #weseeyou (1.3.)
- International Women's Day (8.3.)
- Minna Canth's Day / Equality Day (19.3.)
- The World Day of Theatre for Children and Young People (20.3.)
- March equinox (20.3.)
- Daylight saving time begins (26.3.)
- World Theatre Day – Thalia Awards – Poetic Justice Event (27.3.)



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How did me do it?

5. Make suggestion for activities

- Organize a competition
- Behind the scenes
- Meet the professionals / Professionals talk
- Interview a member of the audience
- Selfie moment
- Filming and photo taking is allowed!
- Live tweeting
- Memory Lane, Throwback Thursday
- Issue a Challenge



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How did me do it?

6. Draw a summary and review your campaign

- Why Social Media?
 - Theatres don't use social media's full potential
 - Social media is more than marketing
 - Big number of people are using social media (Yes, really they are!)
 - (New?) way to communicate with the audience

How did me do it?

6. Draw a summary and review your campaign

- What did we learn?
 - Platforms are not enough; make an exemple, encourage, make suggestions, material bank, keep the campaign going
 - World of social media is unknow and scary; theatres are afraid to jump in
 - Tell the main principles of using social media (theatre as organization and employer, artist as individual and private person, artist as part of the ensemble?)
 - Good campaign needs to have a pointed Campaign Coordinator
 - If multiple organizers, who has the ownership?



How did me do it?

6. Draw a summary and review your campaign

- Our own thoughts
 - Social Media is a strange place, it is intimidating for theatres but also some of our organizing partners
 - How do we deal with the provocation? Do we need to moderate?
 - Copyright issues straight away
 - How to communicate that people make social media?
 - Social media is personal, suprising, not always organized; you can't control everything

TINFO – Standing for Theatre



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