

# **Marketing AA Theatre in the 21st Century: Social Media**

**Peter J. Kuo**

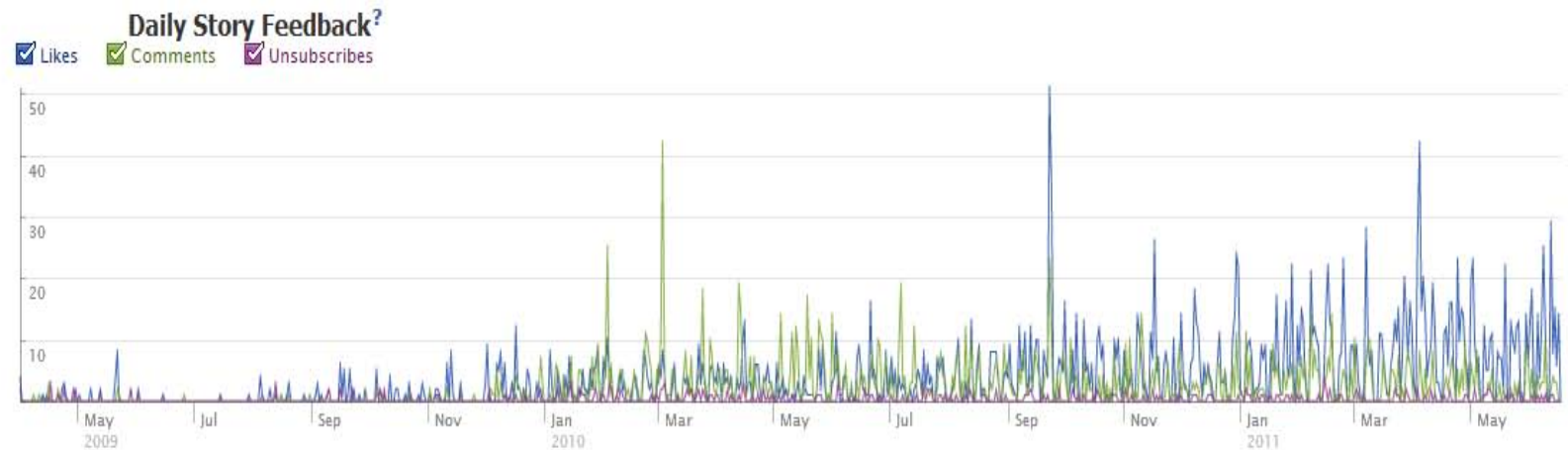
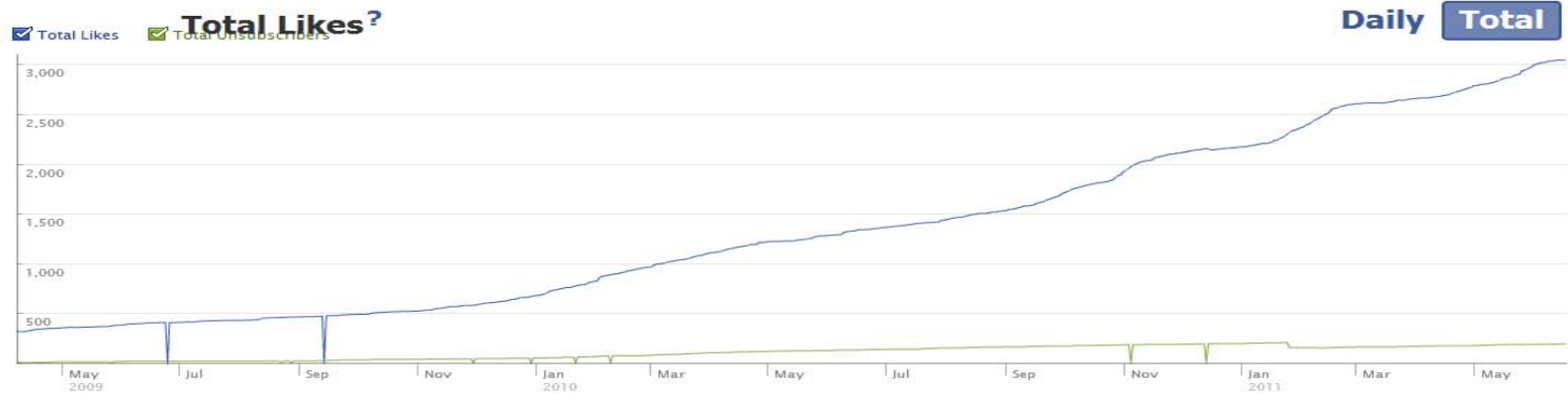
*Communications Associate  
South Coast Repertory*

*#AATCSoMe #theNAATF*

# Social Media

- Facebook since February 2005
- Twitter since August 2008  
(@PeterJKuo)
- YouTube since January 2010

# Facebook Numbers



# Twitter Stats

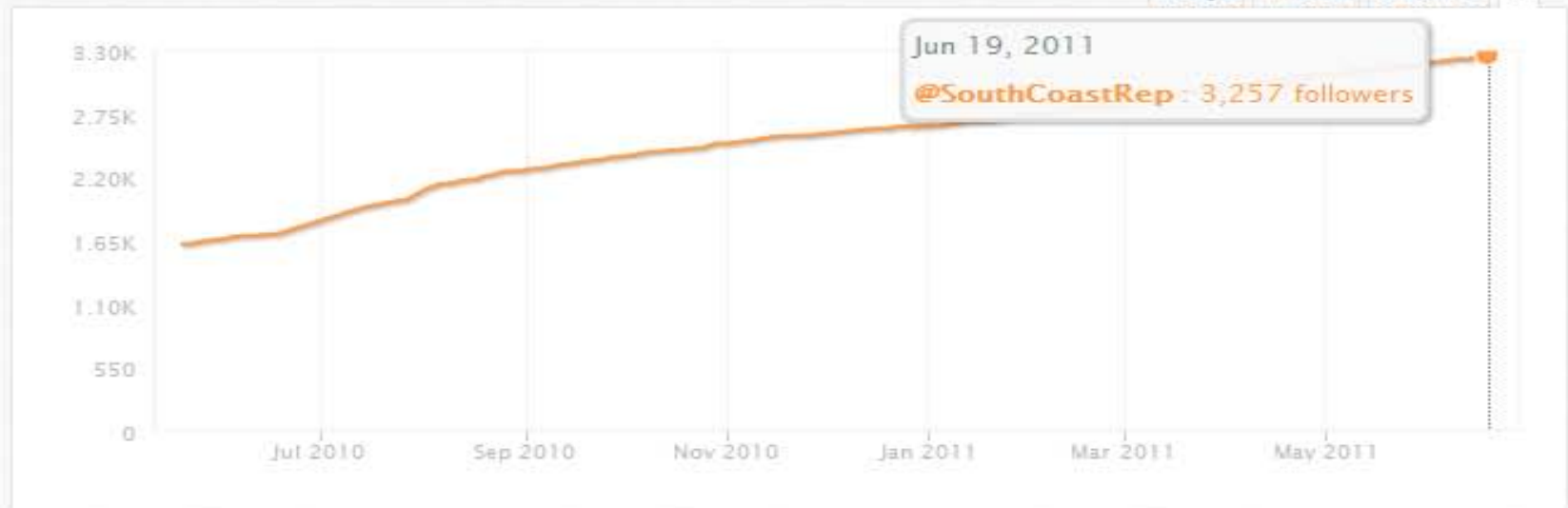
Likes / Followers

Checkins

## Twitter Followers

Embed

7 days 1 month 3 months all



Twitter Followers

# Followers

Rank

7 days

1 month

3 months



@SouthCoastRep

3,257

159,451

+1.1%

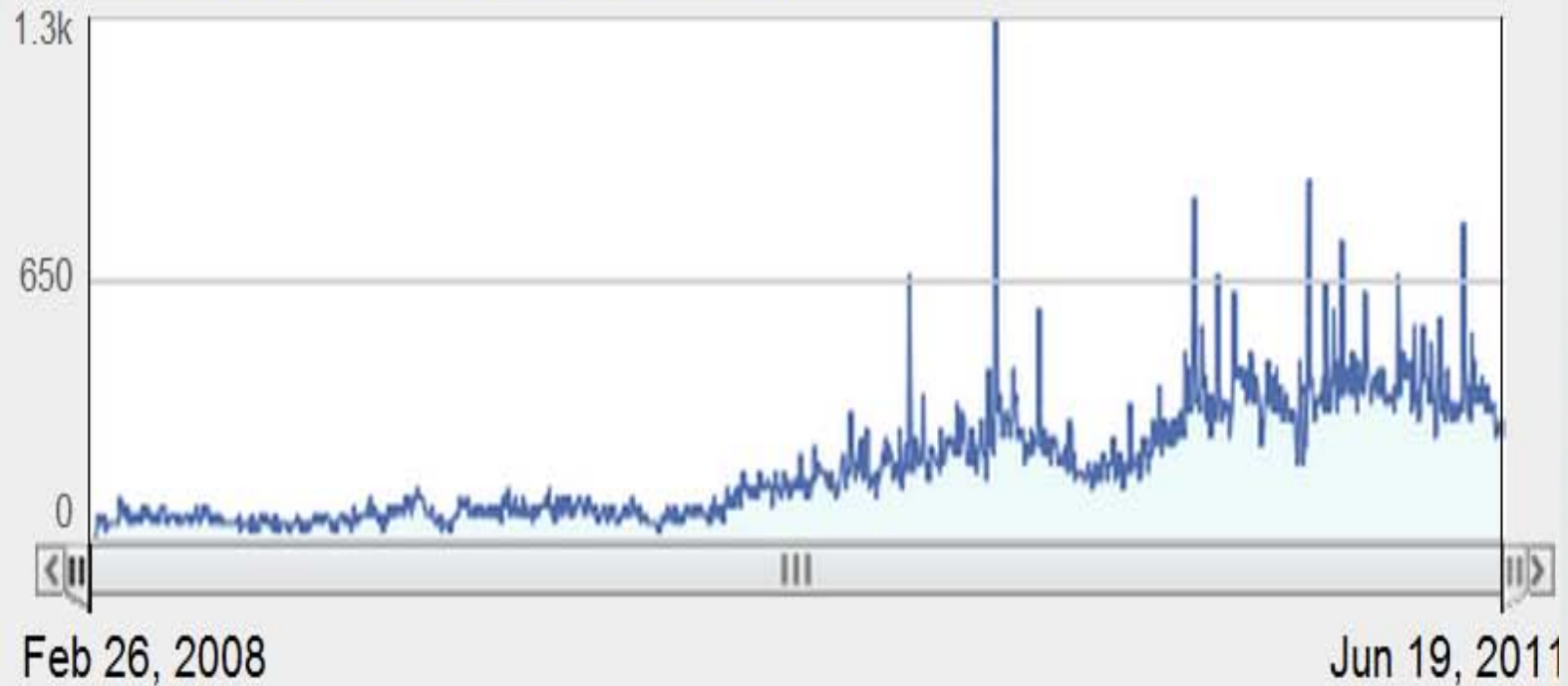
+3.5%

+11.4%

# YouTube Stats

Date range: **Feb 26, 2008** ▾ - **Jun 19, 2011** ▾

Show previous: [1day](#) [7days](#) [1month](#) [3months](#) [6months](#) [1year](#) [Max](#)





# Why is Social Media important for any company?

- **Statistic**
  - **Facebook**
    - 7 years old
    - 500 million users
    - 25 minutes a day
  - **Twitter**
    - 5 years old
    - 20 – 200 million users (active users difficult to determine)
    - 33% log in daily
  - **YouTube**
    - 6 years old
    - 490 million users
    - 25 minutes a day

# Brand Loyalty and Trust

- Arts Patrons Survey
  - 69% find it important when an arts organization seems to know them personally
  - 50% of those are more likely to attend a show if they do feel this an arts organization knows them personally



**Holly Kniss** If not for your fun and informative FB posts I wouldn't be going to SCR nearly as often! Enticing snippets -- they inched me forward to buying a ticket for "Circle Mirror Transformation" which my pals and I loved. The Youtube actor interviews for "CMT" were the final push. And...I'm beginning to get lured into going to "A Midsummer Night's Dream." THANK YOU! What about a more cerebral quote now and then from the playwright, director, actors or set designers... to take us even deeper into the production? Or comments about the historical setting...etc.

February 2 at 4:11pm · [Like](#)

# Why is Social Media important for any company?

- Conceptually
  - User Selected Subscriptions
    - Audiences are choosing their own “subscriptions.”
  - Instant Communication
    - Listening to what people are saying about your organization is easier.
    - Hearing people and their needs & responding.
  - Ease of Updating
    - Updates, Tweets, Posts, etc. instead of full webpage creation.
    - Audience Familiar Interface



# Traditional Subscription

Los Angeles Times  
**IMAGE**  
Monday, July 13, 2007

**IN L.A.'S GALAXY**

Exclusive: Victoria Beckham dishes about her closet, her man and her new town. Champers at the Chateau, darling!

**RE**  
PARD...  
BOU...  
A new condo stellar views of downtown Los Angeles gets an infusion of old-world character.

By KATHY PRICE-ROBINSON  
Special to The Times

When David Keen set out to buy his first home, he was looking for two things: old, and charming. He envisioned thick floors, mulling and hardwood floors.

But there was a glitch in his plan. "Old and charming was too expensive," said Keen, 36, who works as a real estate agent. Plus, he explained, he would have expensive electrical plumbing and structural problems.

So he did the next best thing: I decided to buy new and add the charm," he said.

The two-bedroom, two-story condominium Keen bought near downtown L.A. in 2001 for \$270,000 was remarkable lack of personality. The living and dining rooms were combined into one bland rectangle with beige carpeting and identical picture windows at each end. You could literally walk in

**THINK CLASS**  
Lawrence K. 20th century status sets the mood in the Chinatown with sleek

\$270,000 was remarkable lack of personality. The living and dining rooms were combined into one bland rectangle with beige carpeting and identical picture windows at each end. You could literally walk in

...the cost and built a partial wall with columns to separate the living and dining areas, and he added crown molding in those rooms. He also walked in the open stairway to the second floor and added

(See Dust, Page K4)

Los Angeles Times  
**CALIFORNIA**  
LOS ANGELES EDITION  
Friday, November 16, 2007  
latimes.com/california

**Elected officials differ on 4% pay hike**  
Six of the Los Angeles officeholders turn it down, while eight have accepted. Four who have not commented could receive it by default.

By STEVE HYMAN and DAVID ZARINER  
Times Staff Writers

One day after elected officials in Los Angeles learned they were getting their fourth pay raise since 2005, six of the 18 said they would turn it down, while the remainder said they take it or did not comment.

The city's elected officials, a group that often agrees on municipal matters, diverged sharply when faced with the politically charged question of what to do with a 4.2% raise — handed to them three months before they are to ask voters to preserve a \$145-million budget.

Eight said they would accept the raise, including two who said they would give an equivalent amount to charity.

Four council members —

**Who can...**  
Los Angeles 18 elected officials decide to pay it or not receive it.

Antonio Villaraigosa, Mayor  
No

City council members

Eric Garcetti, Councilmember  
No

Jack Weiss, Councilmember  
No

**Bid to make buildings greener**

  
Petrafit Fitness  
www.petrafitfitness.com

Los Angeles Times  
**HEALTH**  
Monday, April 30, 2006  
latimes.com/Health

**A workout that's fast, furious and not for the faint of heart**

**CrossFit promises — and delivers — an intense blend of aerobic and strength training.**

By RYAN M. WALLACE  
Special to The Times

The 35-year-old fitness fanatic says he has lost 100 pounds and I thought you were kidding. He's not. He's a former professional bodybuilder who has lost 100 pounds and is now a fitness instructor.

CrossFit is a fitness program that combines aerobic and strength training in a way that is both fast and furious. It's a high-intensity workout that is designed to improve overall fitness and performance.

...the cost and built a partial wall with columns to separate the living and dining areas, and he added crown molding in those rooms. He also walked in the open stairway to the second floor and added

(See Dust, Page K4)

# Why is Social Media important for any company?

- Conceptually
  - User Selected Subscriptions
    - Audiences are choosing their own “subscriptions.”
  - Instant Communication
    - Listening to what people are saying about your organization is easier.
    - Hearing people and their needs & responding.
  - Ease of Updating
    - Updates, Tweets, Posts, etc. instead of full webpage creation.
    - Audience Familiar Interface



# People are talking about you.



**TravelCostaMesa** South Coast Repertory - Press Release - Ben and the Magic Paintbrush <http://ow.ly/1M7Nr> (via @SouthCoastRep)  
Tuesday, May 18, 2010 4:05:10 PM via HootSuite

**cre8ivemlq** @SouthCoastRep Yes I did enjoy the show. It's interesting too to watch the film adaptation: <http://bit.ly/H1sVE>  
Tuesday, May 18, 2010 12:52:30 PM via twidroid in reply to SouthCoastRep

**cre8ivemlq** @SouthCoastRep Sorry sometimes there's a delay with links when BWW posts them automatically. But it does work now <http://bit.ly/a3StW0>  
Tuesday, May 18, 2010 11:54:27 AM via twidroid in reply to SouthCoastRep

**goORANGEcoast** RT @SouthCoastRep: The @OCReggie says that SCR's "Crimes of the Heart" finds the shows subtle genius. I feel smart. <http://bit.ly/bl5fHu> #oc  
Tuesday, May 18, 2010 8:20:05 AM via HootSuite

**lilyrnp** @SouthCoastRep loved Crimes Of The Heart!!! The acting was superb!! The set beautiful! A definite must see!  
Monday, May 17, 2010 6:16:35 PM via Twittrific in reply to SouthCoastRep

**GraceNotesStage** Congrats @SouthCoastRep! RT @culturemonster Theater review: 'Crimes of the Heart' at South Coast Repertory <http://lat.ms/9n4oNV>  
Monday, May 17, 2010 4:57:58 PM via web

**goORANGEcoast** RT @SouthCoastRep: \$25 Tix for "Crimes of the Heart" on 5/16, 5/18 & 5/21 nights only! Use promocode 4484 to order tickets. #costamesa #oc  
Monday, May 17, 2010 8:40:08 AM via HootSuite

**IsabelleTweets** @southcoastrep Got to see "Crimes Of The Heart" yesterday afternoon! Wow! The cast has soooo much energy, I loved the performance!  
Sunday, May 16, 2010 5:32:40 PM via web  
Retweeted by you

People who interact with you want to talk to you!

# Why is Social Media important for any company?

- Conceptually
  - User Selected Subscriptions
    - Audiences are choosing their own “subscriptions.”
  - Instant Communication
    - Listening to what people are saying about your organization is easier.
    - Hearing people and their needs & responding.
  - Ease of Updating
    - Updates, Tweets, Posts, etc. instead of full webpage creation.
    - Audience Familiar Interface




# Type & Click


What's happening? 140

**New!** Add a location to your tweets. [Turn it on](#) - No thanks

Latest: Oh no! My link 4 the contest was missing a "2" I need a "2" someone send me a "2!" Oh here it is. Thanks, Enter now: <http://bit.ly/96pM92> about 2 hours ago

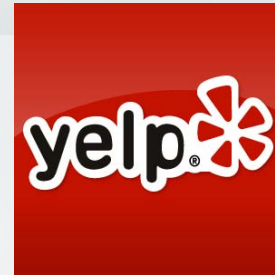
 Photos ✕

<b>Upload a Photo</b> from your drive	<b>Take a Photo</b> with a webcam	<b>Create an Album</b> with many photos
--	--------------------------------------	--



# Where to start in Social Media

- Quick Set-ups
  - Yelp
  - FourSquare
  - Wikipedia
- Regular Maintenance
  - Facebook
  - Twitter
- Advance PR Social Media
  - YouTube
  - Blogging

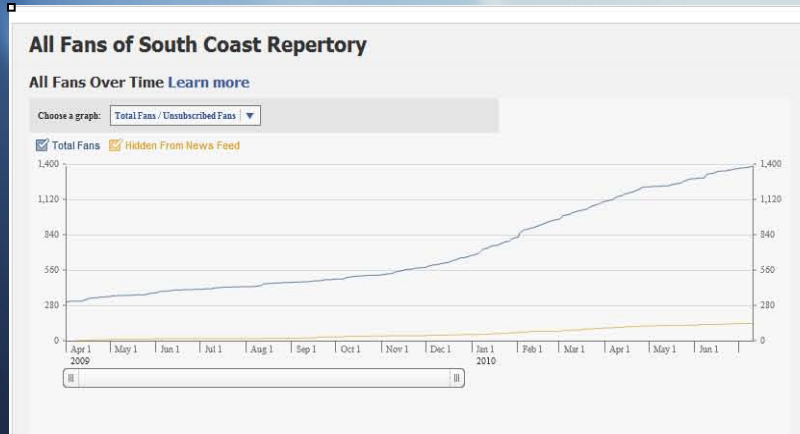


# Where to start in Social Media

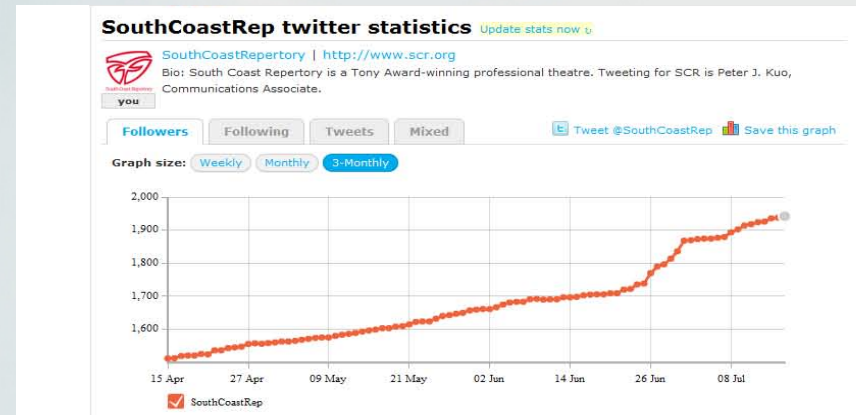
- Time Management
  - 10% of your marketing & PR departments time.
- Social Media Goal Setting
  - Friends & Follower, Interactions, Google Goal Conversions, Increased Communication
- Social Media Tools
  - Google Analytics
  - Facebook Insights
  - bit.ly
  - Tweet Deck
  - HootSuite

# Track Your Stats

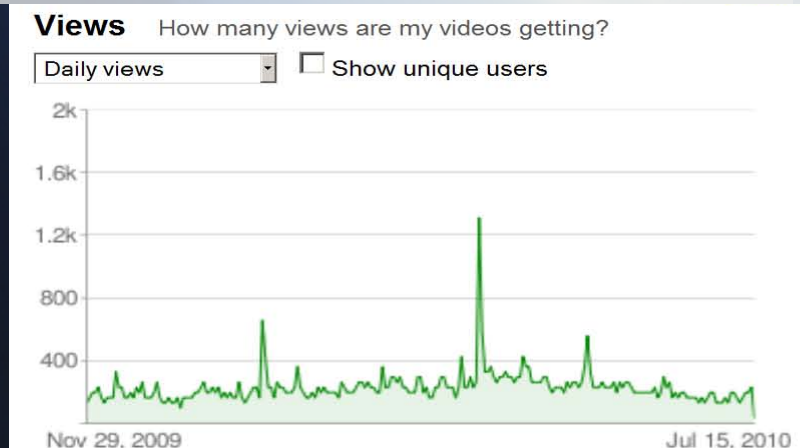
## Facebook Insights



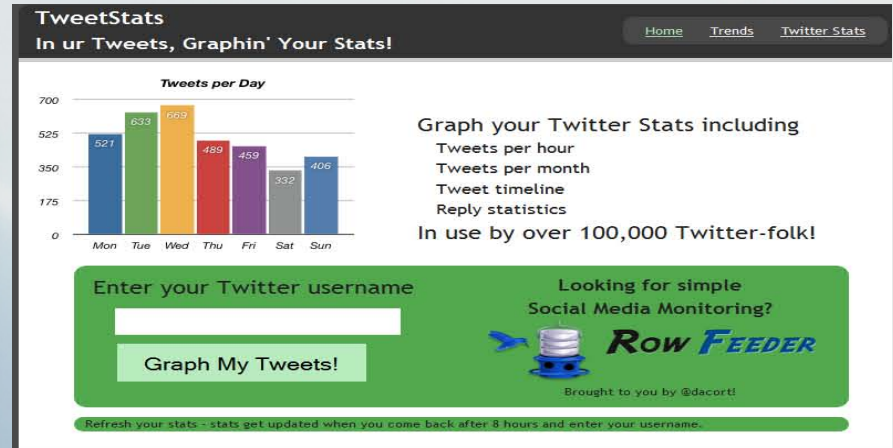
## TwitterCounter.com



## YouTube Insights



## TweetStats.com





# TweetDeck

The screenshot displays the TweetDeck application interface, which is organized into four vertical columns. At the top, there are navigation tabs for 'Tweets', 'Replies', 'Group: Digg/TDS', and 'Group: TechCrunchMe'. Each column contains a list of tweets, each with a profile picture, the user's name, the tweet text, and a timestamp. The 'All Tweets' column shows various tweets, including one from @amardigpacker and another from @standdoworth. The 'Replies' column shows replies to a tweet from @standdoworth. The 'Group: Digg/TDS' column shows tweets from users like @amardigpacker and @standdoworth. The 'Group: TechCrunchMe' column shows tweets from TechCrunch and other users. At the bottom of the interface, there is a status bar that reads 'Last updated: 12:30 with 8 tweets' and 'Timeline: 148 tweets'.

# Give your Social Media voice a personality

- Brand your Social Media w/ a Promise
- Declare who's behind Twitter & Facebook
- Based off your organization add humor, compassion and/or intellect.
- LISTEN and respond to everything. (almost)
- Social Networking is not just to reach out to patrons but to network with other related organizations.

# FBML

Welcome to

 **South Coast Repertory**  
Orange County's Tony Award-winning Theatre

Do you “Like” exciting new plays, modern masterpieces  
and extraordinary classics?

Then  Like us for...

- Production Photos and Videos
- Behind the Scenes Updates
- Interviews with Artists
- Conversations with Theatre Professionals and Fans
- Ticket Giveaways and Discounts





# YouTube Non-profit Program



Search

[Browse](#)

[Movies](#)

[Upload](#)

keeperjot

[Sign Out](#)

## South Coast Repertory

Orange County's Tony Award-winning Theatre

2010-2011 Season

[HOME](#) [TICKETS](#) [PLAYS](#)

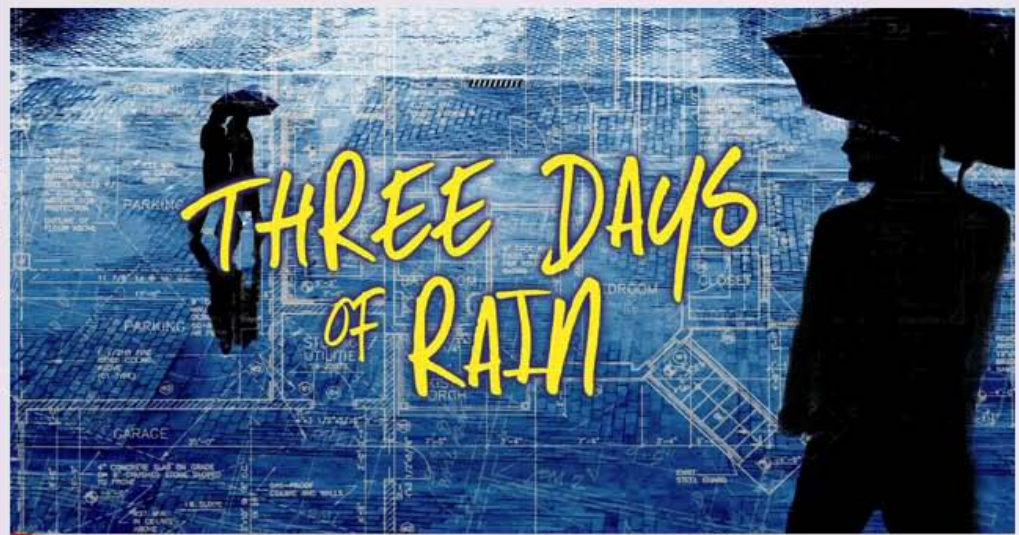


**South Coast Repertory**  
SouthCoastRepertory's Channel

**Subscribed**

**Uploads**

Playlists



0:01 / 4:07 360p

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

Scenes from "Three Days of Rain"

Search

Date Added | Most Viewed | Top Rated



**"The Emperor's New Clothes" Slideshow**  
231 views - 3 weeks ago



**"Three Days of Rain" Slideshow**  
138 views - 3 weeks ago



**Scenes from "Three Days of Rain"**  
509 views - 3 weeks ago



**Kevin Rahm discusses his career and "Three Days of Rain"**  
824 views - 1 month ago



**"Completeness" Slideshow**  
276 views - 1 month ago



# Content Guide

- Types of Post
  - Sales/News
  - Humor
  - Questions
  - Relatable
  - Opinions
- Tag other organizations or people
- Look for content to share, or reasons to post on other pages.

# Talk around your mission



**South Coast Repertory** I just started watching "Slings & Arrows" on DVD. About a Canadian theatre company, anyone watched it? What did you think?

June 8 at 10:51am via TweetDeck · Comment · Like · Promote

Isabelle Palmer likes this.



**Rob Smith** one of my favorite shows. ever.

June 8 at 10:52am · Like · Delete · Flag



**Vincent Olivieri** Great series! Anyone who's done sun love with it!

June 8 at 11:04am · Like · Delete · Flag



**South Coast Repertory** I'm really enjoying it so far! 1 of Season 1. I have Disc 2 in my home mailbox today

June 8 at 12:18pm · Like · Delete



**Isabelle Palmer** I \*LOVE\* it! It's one of my favorite s Unfortunately, there are only two seasons so far.

June 8 at 5:12pm · Like · Delete · Flag



**Erica Dellwo** Love love love that show. Glad you're sp about it.

June 8 at 9:57pm · Like · Delete · Flag



**South Coast Repertory** I just saw "The Clean House" at the Odyssey Theatre yesterday in Los Angeles .Really enjoyed it and Sarah Ruhl's writing is winning! I'm looking forward to her production of "In the Next Room or The Vibrator Play" in our next season!



**Odyssey Theatre III**

[www.odysseytheatre.com](http://www.odysseytheatre.com)

Sarah Ruhl's highly theatrical and wildly funny play is a whimsical and poignant at the class, comedy and the true nature of love.

June 7 at 12:44pm · Comment · Like · Share · Promote



**Nathan Singh** I didn't see the Odyssey's production of THE CLEAN HOUSE, but I did see the SCR production years ago and Loved it! Kate Whorisky's direction was brilliant!

June 7 at 1:09pm · Like · Delete · Flag



**Glenda Reaux** LOVED SCR's "The Clean House"! =)

June 7 at 6:05pm · Like · Delete · Flag



**South Coast Repertory** Thanks Nathan & Glenda! I think "In the Next Room" will also be a big hit!

June 8 at 11:31am · Like · Delete

# Tricks of the Trade

- Link & Tag everything!
- Face



info

YouTube: Annotations connect videos.

- Twitter: [.@replies](#) expands readership
- Wildfire - Contests
- Want something? Just ask!



# High School Musical or Glee?



**Mystage At Scr** Okay quick MyStage Poll! Which is better, "Glee" or "High School Musical"? "Like" your favorite!

July 1 at 3:32pm · Comment · Like




**Mystage At Scr** "Glee"

July 1 at 3:32pm · Like ·  7 people



**Mystage At Scr** "High School Musical"

July 1 at 3:32pm · Like ·  1 person



**Mary Lansing** I d not like Glee at all! So, I guess HSM, but that aint saying much, lol.

July 1 at 3:43pm · Like



**Courtney Robertson** Glee for sure.

July 1 at 3:56pm · Like



**Brianna Beach** If we're discussing musicals with teenage charactersl, then I vote West Side Story! ;P

July 1 at 4:54pm · Like



**Elizabeth Dinh** psh Glee blows high school musical way out of the water. Actually High school musical was never even in the water in the first place

July 1 at 11:13pm · Like



**Mystage At Scr** Wow...HSM just got SPANKED! Clearly a 8-1 in favorite of GLEE (+ one vote for West Side Story!)

July 2 at 2:43pm · Like

# Contact info & Thanks

Peter J. Kuo

Twitter: @PeterJKuo

E-mail: [peter.j.kuo@gmail.com](mailto:peter.j.kuo@gmail.com)

Hashtag: *#theNAATF #AATCSoMe*

Thanks: South Coast Repertory, Devon V. Smith