

Twitter Master Classes: For shows & venues

In theatre today, Twitter *should* be an essential part of any marketing mix. But 99% of shows and venues aren't using the platform to anywhere near its full potential as a free tool to raise awareness and to find, grow and engage with audiences.

And that's in line with 99% of Twitter users. Why? Because Twitter isn't intuitive, it can be overwhelming if your streams aren't managed well, and simultaneously underwhelming when no one's listening. As a result, many Twitter users get so frustrated that they neglect their accounts or abandon them altogether.

For theatre in particular, that is a huge missed opportunity, particularly when, by the nature of putting on a show, you have so many advantages over others vying for attention.

To top it all off, Twitter and Twitter management and analysis tools are changing all the time so it's difficult and sometimes impossible to keep up with the technology.

With the right approach, Twitter can be simplified and super-charged to:

- Find and target new audiences and influencers
- Engage with those audiences in new and meaningful ways
- Raise awareness of your show
- Create and build buzz from the moment the show is announced through to closing night
- Amplify all other online and offline PR, marketing and events
- And, of course, drive ticket sales

We achieve this by:

- Setting up your Twitter accounts and management tools correctly for maximum engagement and effectiveness
- Ensuring we have something interesting to say - and planning how and when is best to say it
- Giving everyone involved the tools and knowledge to help promote your show
- Turning audiences into Twitter champions

To help you get the most out of Twitter, I've created three hands-on Twitter Master Classes tailored for shows and venues:

MASTER CLASS 1

**#FullCast
workshop**

MASTER CLASS 2

**#SortMeOut
on Twitter**

MASTER CLASS 3

**#SetMeUp
on Twitter**

For more information or to book, please contact me on:

e: terri@terripaddock.com m: +44(0)7754 067687 w: www.terripaddock.com

 [@TerriPaddock](https://twitter.com/TerriPaddock)  [linkedin.com/in/terripaddock](https://www.linkedin.com/in/terripaddock)

MASTER CLASS 1: #FullCast Twitter workshop

Introduction

A company that's properly instructed and equipped to use Twitter can make a massive difference to the buzz around a show. But actors, who are usually accessing Twitter via smartphones, can be especially uncertain about effective usage, while producers may worry actors could reveal sensitive information.

I can demystify Twitter, offer simple daily tips and techniques specifically aimed at promoting your show, and give everyone involved the confidence to use Twitter well for short- and long-term group and individual gain. (While also not requiring actors to spend silly amounts of time on it – they've got lines to learn after all and your first priority is to put on a great show).

Ideally, this group Twitter workshop should take place on the first day of rehearsals – or as early as possible thereafter. The rehearsal period, with its flurry of activity and concentration of artists with interesting things to share, is the most important time to build social momentum around a show.

What's included

- A hands-on session with the full company in the rehearsal room
- Researching and reviewing how each cast member is currently using Twitter – and preparing personalised feedback
- Quick reference Twitter directory for the show – complete list of who's on it
- Tailored 'Tips for Tweeting' handout
- Twitter signs for the rehearsal room
- Advice on show and hijack hashtags
- Follow-up 'refresher course' email to all attendees

Works best for

A show or production company that is already using Twitter, and that has employed a cast of at least eight, where the majority of them are also on Twitter.

Who should attend?

Definitely all actors and anyone running the show/company account. I also encourage any creatives, producers and production staff on Twitter to attend. Everyone should have their smartphones with them.

Duration

The workshop requires a minimum of one hour, ideally scheduled before a break so that actors can discuss follow-up questions with me one-on-one.

The results

This workshop is guaranteed to substantially increase your show buzz, and provides a great launchpad ahead of your previews and opening night.

I also recommend following the workshop with live-tweeting around one of my hosted post-show Q&As (see separate sheet). This generates great shareable content and an opportunity for actors to try out more of their new skills.

Price £250

**For more information or to book a master class, please contact me on:
e: terri@terripaddock.com m: +44(0)7754 067687 w: www.terripaddock.com**

MASTER CLASS 2: #SortMeOut on Twitter

Introduction

No matter how large your show or theatre's Twitter following, the likelihood is that you're not maximising it as well as you could be and that, in the process, you're either spending too much, too little or just the wrong kind of time managing your account.

What's the right amount of time? For an organisational account, your aim should be to proactively grow your Twitter following and engagement rate – and thus, your relationship with your offline audience – and that does require time. I recommend a minimum of one hour a day, but with the right tools on your desktop, you can make this a very effective hour.

What's included

- Reviewing your Twitter account and current usage – including detailed Twitter analytics investigation and analysis of engagement rates
- Logging in and tidying up your account, including setting up appropriate Twitter Lists
- Compiling a recommendations report for further improvements
- A one-on-one session with your Twitter account manager to:
 - Look at how you are monitoring, managing and engaging with Twitter on a daily basis
 - Set up the most effective Twitter management tools and systems for the job, tailored to your needs
 - Advise on what and how often to tweet
 - Forward-plan your tweet schedule
 - Answer any questions or concerns about Twitter
- Follow-up after two weeks to review progress, set targets and make further recommendations

Works best for

A venue, production company or longer-running show with an established Twitter account.

Who should attend?

The person responsible for the day-to-day management of the Twitter account – be they the PA, marketing manager, press officer, producer or other. They will need to have their PC and smartphone, with good Internet access.

Duration

I will need on working day to research and prepare. The one-on-one tutorial session will require a minimum of two hours, ideally in your office.

The results

No more feelings of being overwhelmed or underwhelmed on Twitter. You'll be far more confident and equipped to efficiently manage and quickly grow your followers, increase your engagement rate and get your account noticed.

Price £250

For more information or to book a master class, please contact me on:
e: terri@terripaddock.com m: +44(0)7754 067687 w: www.terripaddock.com

 **@TerriPaddock**

MASTER CLASS 3: #SetMeUp on Twitter

Introduction

Have you been avoiding Twitter entirely? Or just haven't got round to setting it up for a new show or project yet? I can register and configure your account, including finding the most suitable Twitter handle and hashtags. I will set your account up in a way so that it is fully optimised to be found easily by others and to promote your show most effectively.

What's included

Step 1: Set me up

- Account registration, set up and appropriate configuration
- Best use of your name, bio, and links fields
- Best use of profile, banner and background image fields (artwork must be provided by you)
- Starter Twitter Lists
- Auto-generated Twitter Lists
- Notification and other settings

Step 2: Sort me out

- A one-on-one session with your appointed day-to-day Twitter account manager to:
 - Look at how you should monitor, manage and engage with Twitter on a daily basis
 - Set up the most effective Twitter management tools and systems for the job, tailored to your needs
 - Advise on what and how often to tweet
 - Forward-plan your tweet schedule
 - Answer any questions or concerns about Twitter
- Follow-up after two weeks to review progress, set targets and make further recommendations

Works best for

New companies, companies going through a rebranding or producers preparing a new show.

Timing is paramount for new shows! You should have your Twitter account set up *before* making any announcement, and your handle and hashtag should be prominently displayed on any press releases or marketing materials.

Who attend?

For the one-on-one tutorial session, the person responsible for the day-to-day management of the Twitter account – be they the PA, marketing manager, press officer, producer or other. They will need to have their PC and smartphone, with good Internet access.

Duration

I will need two working days to research, set up and optimise your account. The one-on-one tutorial session will require a minimum of two hours, ideally in your office.

The results

You'll be up and running on Twitter, with both the platform and the person managing it fully optimised to get you noticed.

Price £500

For more information or to book a master class, please contact me on:
e: terri@terripaddock.com m: +44(0)7754 067687 w: www.terripaddock.com

 **@TerriPaddock**



WHY SHOULD YOU WORK WITH ME?

I am a theatre commentator with more than 18 years' experience. Currently, I tweet @TerriPaddock, blog at www.terripaddock.com and www.mytheatremates.com - a site I co-founded in March 2015 with Mark Shenton - and am regularly quoted on theatre issues in wider media including *The Independent*, *The Guardian*, BBC News, Sky News and BBC World Service.

I co-founded and ran WhatsOnStage.com from 1997 to 2013, building it into the UK's leading theatre website. During that time, first as editor and later as managing and editorial director, I launched and executive-produced the WhatsOnStage Awards, the original "theatre-goers' choice" prizes; the popular WhatsOnStage Outings; and the WhatsOnStage Theatre Club.

I have hosted launch events and Awards ceremonies, and chaired hundreds of post-show Q&As with actors and creatives at all levels, including Judi Dench, Derek Jacobi, Patrick Stewart, Orlando Bloom, Rupert Everett, Vanessa Redgrave, Peter Hall, David Hare and many other household names.

Prior to WhatsOnStage, I worked as a freelance journalist (with myriad credits including the *Evening Standard*, *Independent*, *Daily Express* and *The Times*), a magazine editor and a public relations account director for blue-chip high-tech brands such as Microsoft, Novell and Autonomy. I am also the author of two published novels, *Come Clean* (HarperCollins) and *Beware the Dwarfs* (Little Brown), and was a board member of VocalEyes, an Arts Council England-funded charity that provides audio-description services to blind and partially-sighted theatre-goers.

In May 2014, I completed the Stage One new producers' workshop to better understand the pressures involved in putting on a show. I now work closely with producers on content provision, content marketing and social media strategy projects.

"Terri is a knowledgeable advocate for theatre in all its forms. Her enthusiasm for the medium is tireless and infectious. She has built an important bridge between the profession and the audience" - **Jeremy Herrin, artistic director, Headlong Theatre**

"I have enjoyed working with Terri for many years, on events around productions, as a journalist and a commentator. She is highly knowledgeable and perceptive, and a great champion of theatre" - **Josie Rourke, artistic director, Donmar Warehouse**

"There are few people who are not actors, producers or directors who have influenced the London theatre scene more over the last 17 years than Terri Paddock. Her passion, intelligence and professionalism have made her the incredible force she is" - **Tim Arthur, CEO, Time Out Group**