

Twitter Master Classes: For drama schools

“These days, you’re only cast according to how many Twitter followers you have,” an Olivier Award-winning actress recently complained to me. As harsh as that may sound, it’s increasingly true.

Casting breakdowns won’t say it – and talent, attitude and being right for the role are obviously still the most important criteria (and a good agent helps too!) – but producers who need to get bums on seats for their show will always find a Twitter-savvy star with a ready-made, engaged audience more attractive than one without.

Rather than be scared or depressed by this, I encourage actors to embrace it. This is great news! Twitter levels the playing field; unlike family connections, fame, luck or other factors, Twitter is something actors can control. What’s more, it’s a personal marketing tool that’s totally free so within any actor’s budget. All actors need to do is invest time and energy – and get the right knowledge.

Drama schools are best placed to equip their students with the Twitter tools and knowledge to get their personal ‘brand’ and marketing right from the very start of their careers and build on that. Actors should be assured: they don’t need to land a plum TV role to develop a fanbase online. By preparing and executing the right approach now, students will be able to expand and engage with their audience with every single show they do, at drama school and beyond.

To make sure your students are able to get the most out of Twitter for their future careers, I’ve designed four primary Twitter tuition services specifically for **drama schools** – three for students and their needs and one to help your school’s own Twitter account manager. The ideal class size for student workshops is five to no more than ten.

Module 1

Introductory for Actors:

Set me up on Twitter (desktop-based)

Module 2

Intermediate for Actors:

Twitter on the move (smartphone-based)

Module 3

Advanced for Actors:

Managing and growing my following (desktop-based)

Module 4

For Drama Schools:

Better Twitter management for organisations (desktop-based)

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

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



@TerriPaddock



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

MODULE 1: Introductory for Actors

Introduction

My own quick survey of drama students shows that at least half of them aren't on Twitter at all. So, first we need to correct that...

These students need to understand what they're missing by not being on Twitter and be guided onto the platform.

What's included

Tuition will include:

- Why use Twitter?
- Twitter jargon explained
- Finding the right Twitter handle for you
- What you should/shouldn't tweet about
- How often to tweet
- Twitter vs Facebook and other social platforms
- Any questions/concerns

We will then set up a Twitter account for each student, including:

- Full account registration and configuration
- Best use of your name, bio, and links fields
- Best use of profile, banner and background image fields
- Manage notifications and other settings
- Alert friends that you're now on Twitter
- Who to follow, how to find the right people to follow
- Set up a starter Twitter List
- Trial all forms of Twitter engagement (tweet, RT, quote tweet, image tweet, favourite, reply, DM)

Who's it for?

Drama students who have not yet set up or used a personal Twitter account for whatever reason or are very new to it.

They should be reasonably computer proficient and ideally have some experience of cropping images.

What do they need?

They will need a laptop, good Internet access and a selection of photographs of themselves and their work (headshots, recent production shots).

Duration

I will need one working day to prepare.

The classroom session lasts two hours.

The results

Students will understand the value of Twitter to their personal marketing and career success, have a professional-looking Twitter account and be primed to use it.

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**

MODULE 2:

Intermediate for Actors

Introduction

Being on Twitter is only the start. What are actors *doing* on Twitter? The likelihood is not much. And they're not alone: 99% of Twitter users aren't using the platform to anywhere near its full potential.

Why? Because Twitter isn't intuitive, it can be overwhelming and time-consuming if your streams aren't managed well, and simultaneously underwhelming when you feel like no one's listening to what you're saying. As a result, many Twitter users get so frustrated that they neglect their accounts or abandon them altogether.

As opposed to others using Twitter for mainly professional reasons, actors also need to be comfortable using it via their smartphones, as unlike office workers, this is how they will most frequently be accessing Twitter. And they need to understand how to incorporate tweeting into their daily schedules when they're on the move.

What's included

Ahead of the workshop, I will research and review how each student is already using Twitter and give them individual feedback on tips for improving their account set-up. We will have a hands-on group session with practical tips and tricks for using Twitter on their phones.

- What and how often to tweet
- Reviewing and practicing each of the main forms of Twitter engagement
- How and why to use Twitter lists
- When to use hashtags
- Optimising tweets with photo-tagging
- Harnessing collective social power
- Additional ways to increase the number of people likely to see your tweets

I will also prepare and distribute:

- A Twitter directory for the class – complete list of who's on Twitter
- 'Tips for Tweeting' handout tailored for drama students
- Twitter signs for displaying in the classroom
- Follow-up 'refresher course' email to all attendees

Who's it for?

Drama students who have already set up their own Twitter account and have had some experience with tweeting.

What do they need?

They will need their smartphone, loaded with the Twitter app, Twitter log-in details and wifi access.

Duration

I will need one working day to prepare.

The classroom session lasts two hours.

The results

Students will have a much better understanding of Twitter and how it works, and be confident staying on top of their account on a daily basis, anytime, anywhere.

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**

MODULE 3: Advanced for Actors

Introduction

Tweeting regularly and well and maximising the collective social power of others will keep drama students' Twitter accounts ticking over nicely – and will suitably impress any casting director, producer or punter who lands on their page. But once they've mastered that, what else can they do to grow their Twitter followers and increase their chance of getting noticed by the right people?

This requires quite a bit more desk-based time and preparation. I recommend that when they can, between jobs or at weekends, students set aside several hours a week to work on this. While that may seem like a big commitment, if using the right tools on the desktop, this will be time well spent.

What's included

This desk-based classroom session will include:

- Organising and monitoring your followers and who you're following
- Creating industry focused Twitter Lists – for theatres, directors, casting directors, journalists etc
- Inviting people to your shows via Twitter
- Why you need to listen as much as tweet
- Tools for listening – Tweetdeck, Hootsuite
- Trend-watching and bandwagon-jumping
- Tools for scheduling tweets so you're active even when you're too busy to tweet
- How to use Twitter Analytics
- Unifying Twitter with the rest of your online presence

Who's it for?

Students who are on Twitter, have completed the Introductory and/ or Intermediate workshops and have got into the habit of tweeting daily.

What do they need?

They will need a laptop, good Internet access, and their Twitter log-in details.

Duration

I will need one working day to prepare.

The classroom session lasts two hours.

Optional extra

Actors can provide even more value to producers and other employers if they know and have had hands-on experience with using Twitter specifically to promote shows, as well as themselves. I can design a version of this workshop for students given the responsibility of promoting one of your school's productions on Twitter.

The results

Students will be Twitter ninjas by the end of this session, with a desktop dashboard of tools at their disposal to turbo-charge their tweeting, grow their followers and impress any producer – and their social marketing team!

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**

MODULE 4: For Drama Schools

Introduction

No matter how large your Twitter following, the likelihood is that you're not maximising it as well as you could be for either your school or your students, 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 students, potential students, industry partners and others – 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

Ahead of the session, I will research and review how your school is already using Twitter. I will require your Twitter log-in in order to access your Twitter Analytics and produce detailed reports and analysis on your current engagement rates. At the one-on-one session with your Twitter account manager, we will then:

- 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

After the session, I will:

- Provide a Twitter engagement report for your account
- Provide recommendations for further improvements
- Be on-call for your account manager for two weeks to review progress, set targets and make further recommendations

Who's it for?

The person responsible for the day-to-day management of the school's Twitter account – be they the PA, marketing manager, press officer or other.

What do they need?

They will need to have both their PC and smartphone with them, with good Internet access.

Duration

I will need two working days to research your account. 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 school account noticed – harnessing the collective power of your students and former students, and helping better boost their exposure in the process.

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**



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 myriad theatre 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**