

**Tweet, Vine, IG,
Like, Share**

**A Conversation about
Social Media tools and School Theatre**



Matt Conover

Vice President / Exec. Producer

**Walt Disney Parks & Resorts
Creative Entertainment**

Board Member, EdTA

Kat Fischer

Marketing Manager

Educational Theatre Association





I am watching THEATRE



I “like” THEATRE, and want everyone to know!



I am at this THEATRE watching a show



Here is a photo of the Playbill from this THEATRE



Here is a good compilation of THEATRE show tunes



My resume and online portfolio for a job in THEATRE



A board with all my THEATRE costume design research

Be Useful

The best way to make yourself stand out is by behaving in a way that is useful to the communities you operate in.

General Principles

Be Consistent

Visibility and reach is directly linked to the consistent and regularity of your output.

General Principles

Be Reciprocal

Recognize useful activity of others by liking, commenting and sharing content they publish. This will increase the likelihood of being treated the same way.

General Principles

Be Genuine

The best social media operators behave like humans,
not robots. Let your personality shine.

General Principles

Be Timely

Try to respond to any comments or questions
within a 24 hour period (max).

General Principles



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND



 **560**
MILLION
ACTIVE USERS

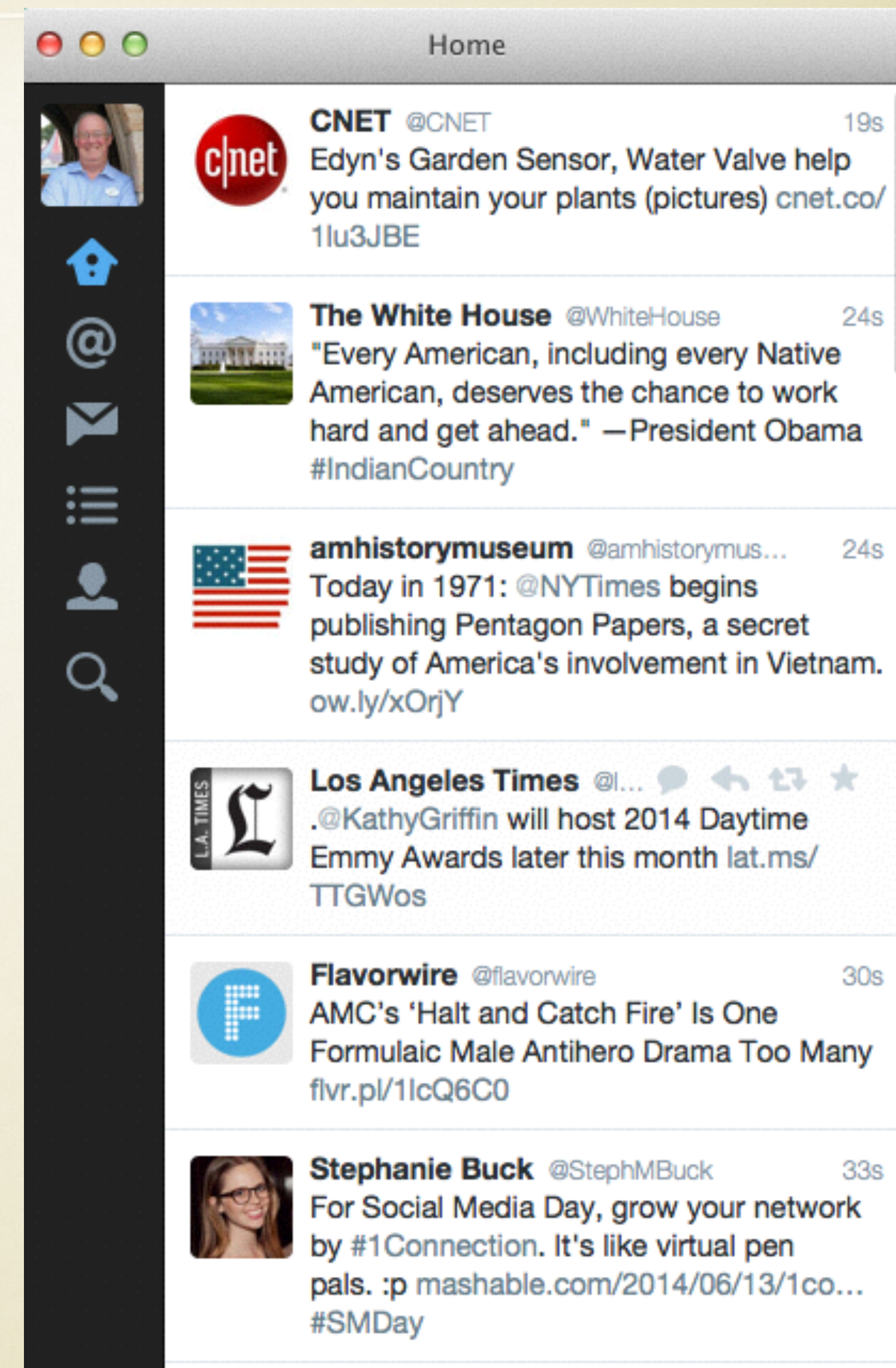
Concise! – use 120 characters
(not 140) to encourage retweets

Re-tweet! – re-sharing
someone else's activity and
recognizes their share

@ – This function enables users to
have public “conversations”



– hashtag
enables users to
find stuff easily





TWITTER

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560
MILLION
ACTIVE USERS

— Communicating to
students

— Advertising upcoming
events





PINTEREST

**SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY**

**LARGEST
OPPORTUNITIES**



USERS ARE:

**32%
MALE**

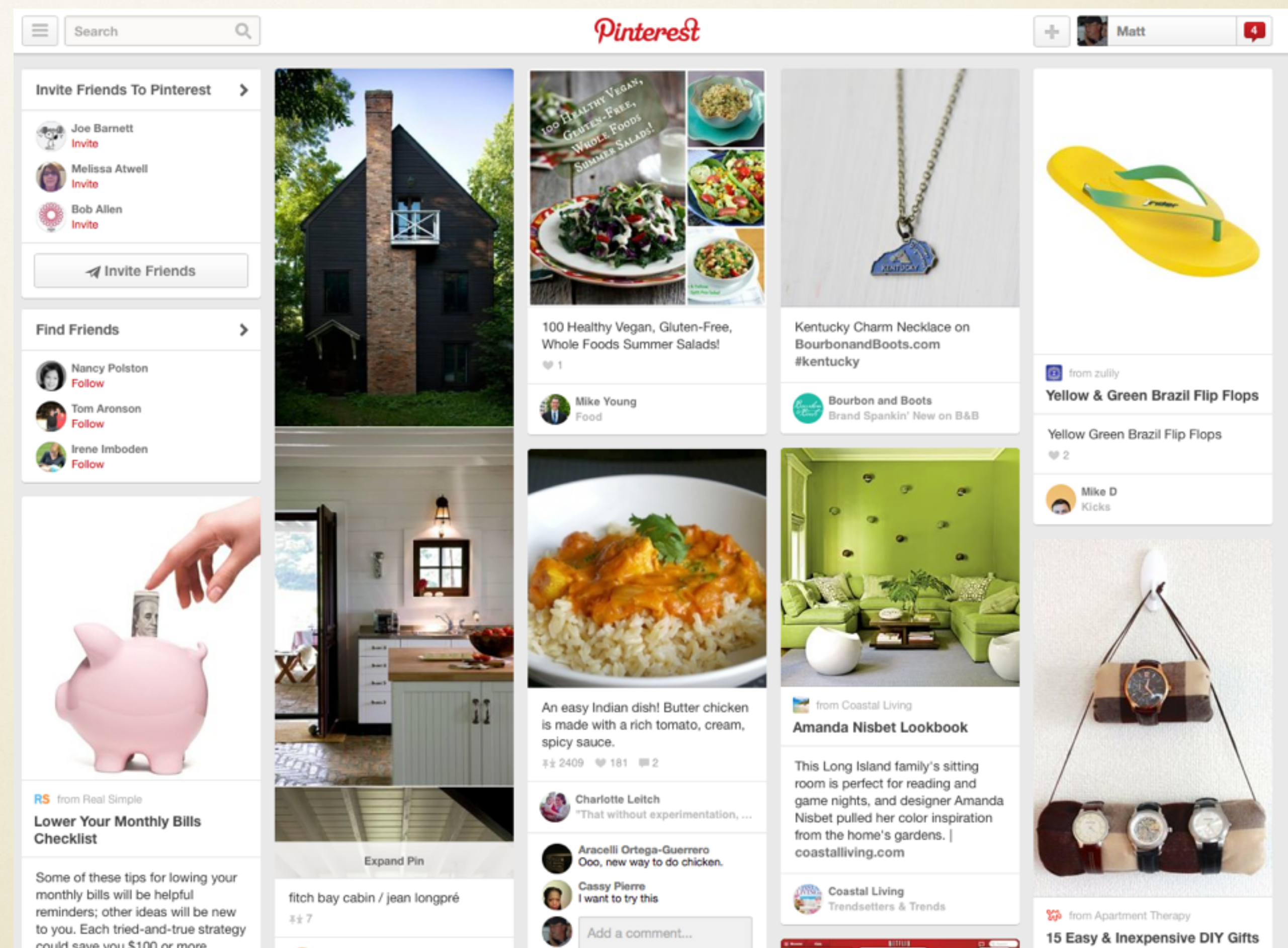
**68%
FEMALE**

**70
MILLION
ACTIVE USERS**

**Organize! — easy
visual, collaborative
research/
collection tool**



**Engage! — like, repin, share, repost
engagement drive more engagement**





PINTEREST

SOCIAL SITE
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USERS ARE:

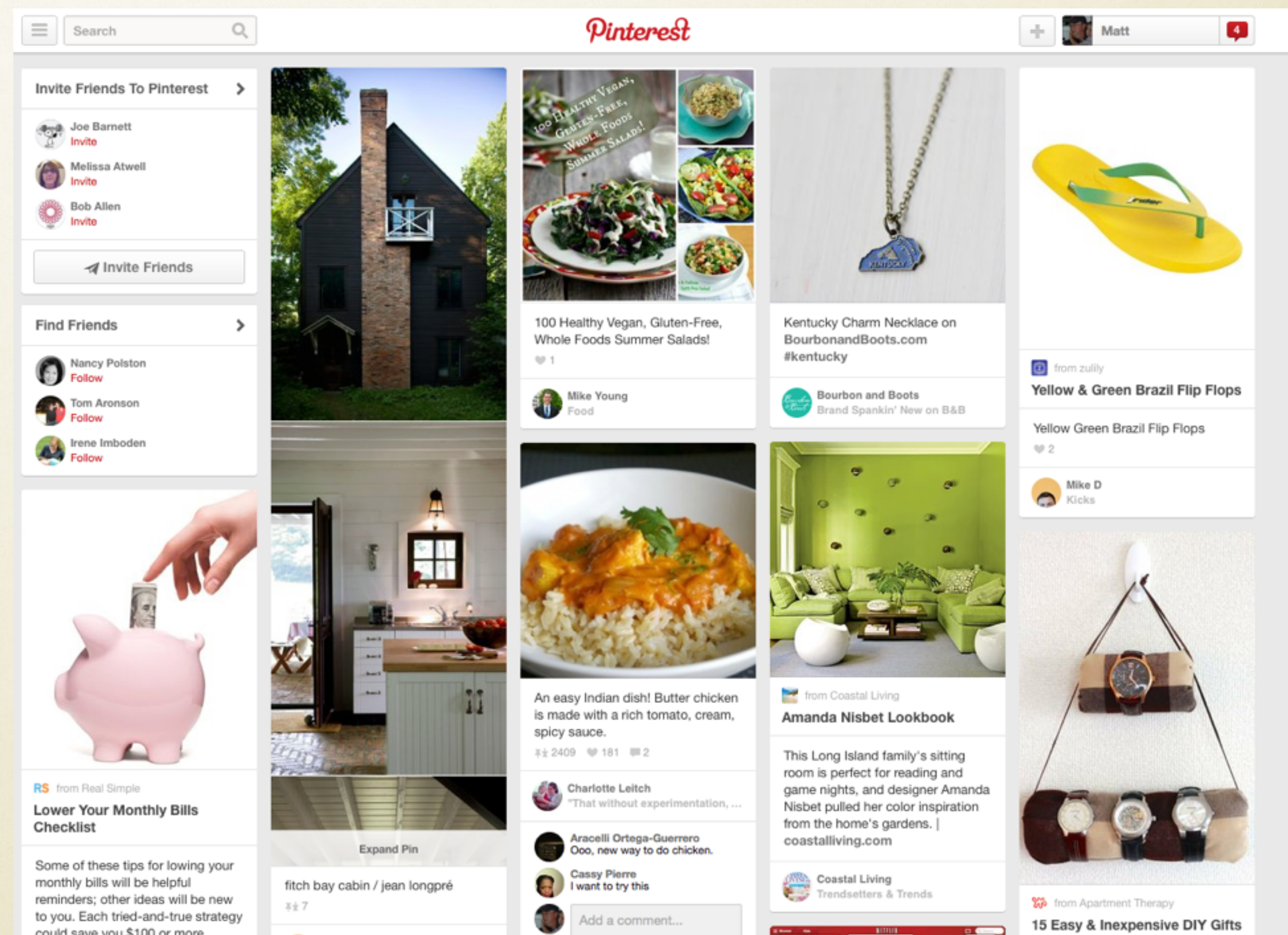
♂ 32%
MALE
68% ♀
FEMALE

 **70**
MILLION
ACTIVE USERS

Create a private
board to share
scenic or
costume design
research



Create a board to collect images
of shows a class has seen





FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY



1
BILLION
ACTIVE USERS

Create a private
group or page
for your
Troupe / School
Drama program



Use Facebook events to publicize
shows and other thespian events
either publicly to to select audience





INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS
MTV

 **150**
MILLION
ACTIVE USERS

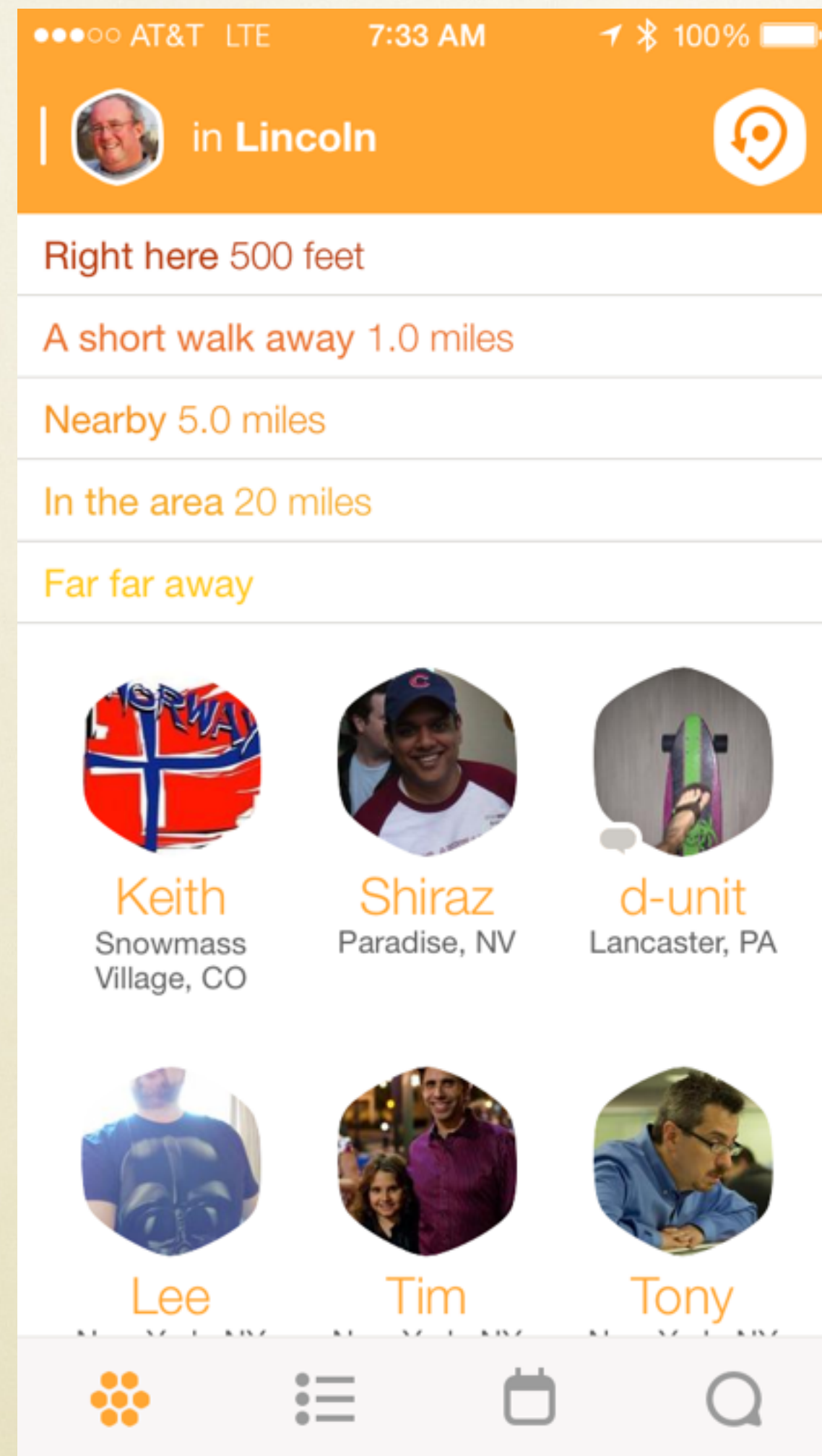
“Facebook is just
not cool
anymore, my
mom and dad use
it all the time!”



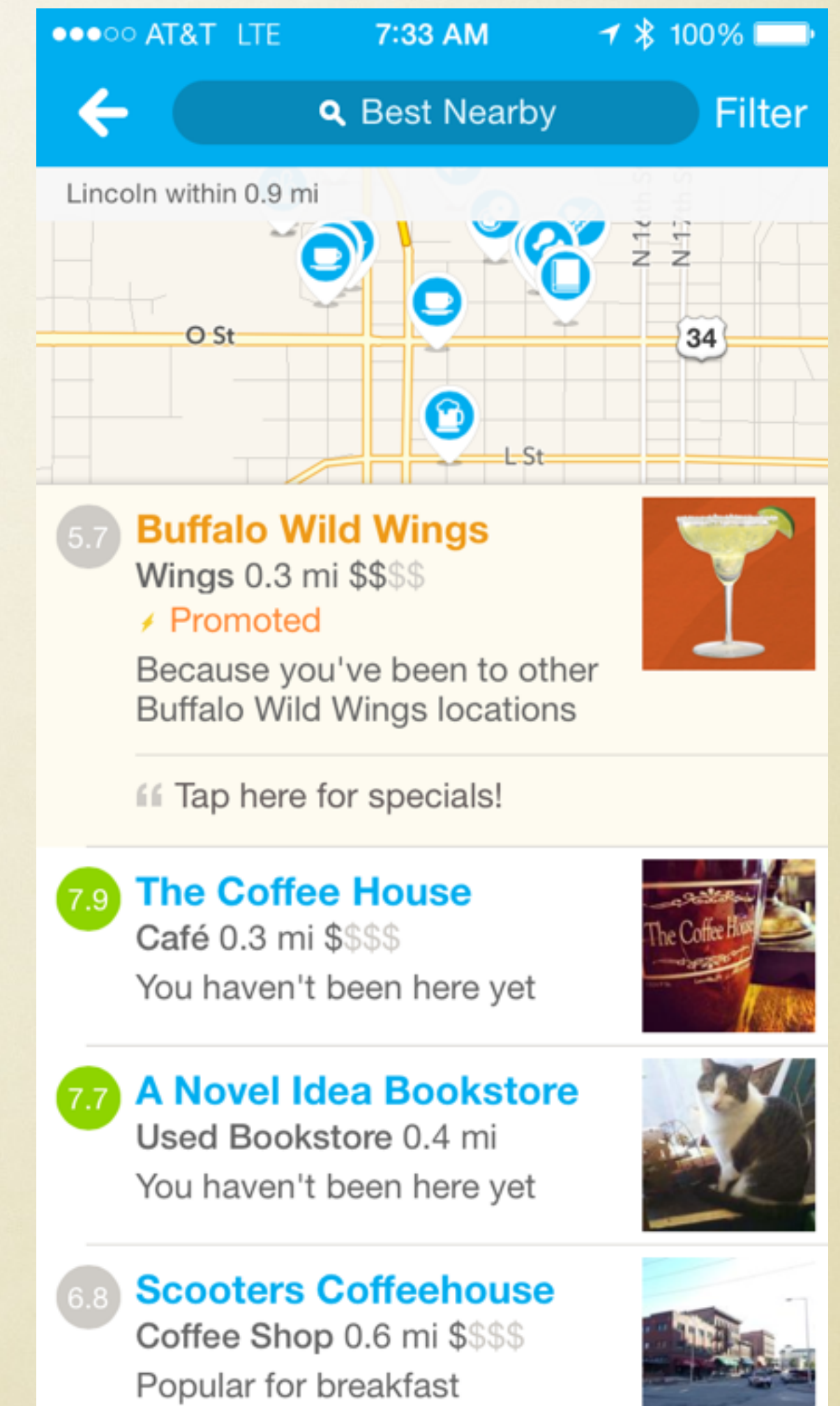
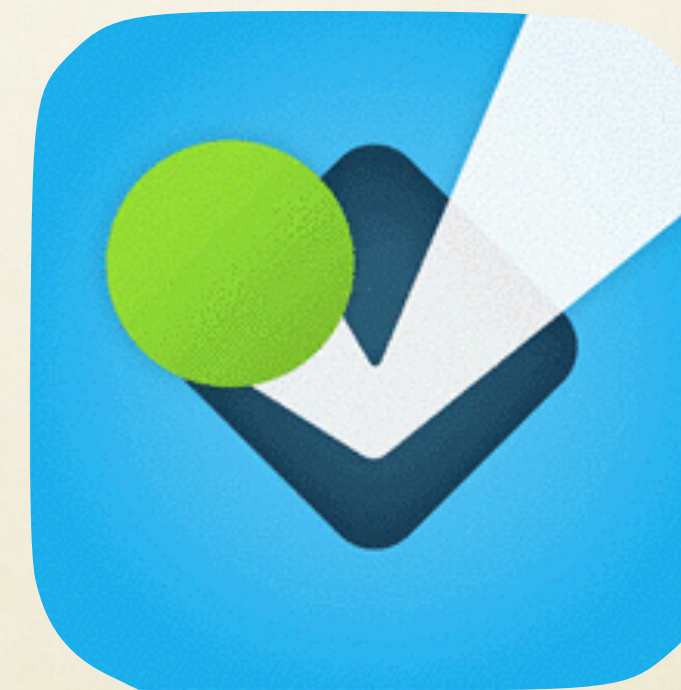
Whether Marketing or just
communicating ...



Who is around me now and what are they doing?



Are my friends recommending anything around me?



Are my friends recommending anything around me?



AT&T LTE 7:34 AM 100%

Nearby Search

Filter Restaurants Map

- 1. Sultan's Kite** 0.4 mi
★★★★☆ 56 Reviews
1311 O St, Lincoln
Mediterranean
- 2. The Egg & I** 0.3 mi
★★★★☆ 17 Reviews
1601 Q St, Ste A, Lincoln
Breakfast & Brunch
- 3. Southwest Pit BBQ** 0.3 mi
★★★★☆ 25 Reviews
1601 P St, Lincoln
Barbeque
- 4. Sebastian's Table** 0.3 mi
★★★★☆ 26 Reviews
126 N 14th St, Lincoln
Spanish
- 5. Doozy's** 0.3 mi
★★★★☆ 17 Reviews
101 N 14th St Ste 3, Lincoln
Sandwiches
- 6. Bison Witches Bar &** 0.3 mi

Nearby Search About Me More

Less Map Redo search when map moved

1. **Actors Co-op Theatre Company**
★★★★☆ 25 reviews
Performing Arts, Venues & Event Spaces

2. **The Los Angeles Theatre Center**
★★★★☆ 16 reviews
Performing Arts, Venues & Event Spaces, Museums

3. **The Open Fist Theatre Company**
★★★★☆ 12 reviews
Performing Arts, Venues & Event Spaces

4. **Theatre Row Hollywood**
★★★★☆ 3 reviews
Performing Arts

5. **Theatre of NOTE**
★★★★☆ 12 reviews
Performing Arts

Ads by Google related to: theatres live Los Angeles

Live Show & Dinner
www.medievaltimes.com/
Experience Medieval Times Dinner & Tournament - Book Online
Purchase Tickets - About the Show

"What will history say"
www.shakespearenj.org/DevilsDisciple
Experience our fight for freedom in Shaw's only play about America.

“I am looking to
connect with
professionals in
the biz!”



Online resume and networking tool

A screenshot of a LinkedIn profile for Matt Conover. The profile shows his current role as Vice President at The Walt Disney Company, his previous roles at Ladera Ranch Little League and Walt Disney World Entertainment, and his education at State University of New York College at Purchase. It also displays his 500+ connections, a 'Complete your profile' button, and a 'Background' section with an 'Experience' tab. The right sidebar features 'People You May Know' (Jenn Michelle Pedini), a '9 Most Despised Work Personalities' infographic, and 'Who's Viewed Your Profile' statistics.

in Search for people, jobs, companies, and more... Advanced 2 1 +

Home Profile Connections Jobs Interests Business Services Upgrade

[Google for Education - Tools that transform the classroom. Contact sales to learn more.](#)

Matt Conover
Vice President, Creative Entertainment at The Walt Disney Company
Orange County, California Area | Entertainment

Current The Walt Disney Company, Educational Theatre Association, Orange County High School of the Arts
Previous Ladera Ranch Little League, Disneyland Resort, Walt Disney World Entertainment
Education State University of New York College at Purchase

[Complete your profile](#) [Edit Profile](#) 500+ connections

www.linkedin.com/pub/matt-conover/6/31b/949/ Contact Info

Background

Experience

Vice President, Creative Entertainment
The Walt Disney Company
February 2009 – Present (5 years 5 months)

I am responsible for multiple areas for Creative Entertainment across the 11 theme parks, 4 ships and 33 resorts including Talent Casting & Booking, Costume Production & Procurement, Entertainment Systems & Technology, Music Development & Production, Art & Scenic Design, Communications, Character Events, Broadcast Production, as well as being responsible for Executive Producing large scale special events, such as the Christening of the Disney Fantasy and the Grand Opening of Disney's Aulani and Cars Land.

The Walt Disney Company

People You May Know

Jenn Michelle Pedini 2nd
disney-seasoned events & entertainment pr...
[Connect](#) 402

9 Most Despised Work Personalities

You Fun Infographic from AtTask

The Slacker, The Tool, The Black Hole—Who annoys you the most?

[Get the Infographic](#)

Who's Viewed Your Profile

9 Your profile has been viewed by 9 people in the past 7 days.
2 Your rank for profile views moved down by 2% in the past 30 days.

[Unlock the full list with LinkedIn Premium](#)

#anyquestions?