



Fergus Grand Theatre Social Media Style Guide

Sept 2023

Strategy Rationale

The following guide showcases a strategy that has been developed through testing and current industry standards.

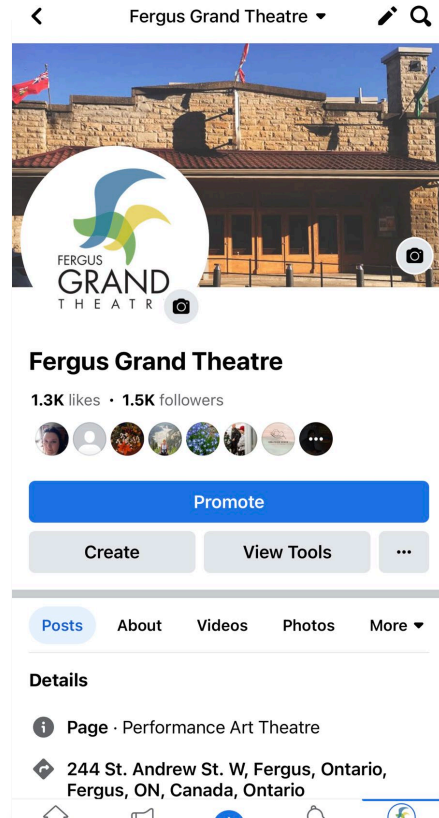
As the world of social media is ever-changing, it is important to adapt strategies to the evolution of the digital landscape.



Profiles

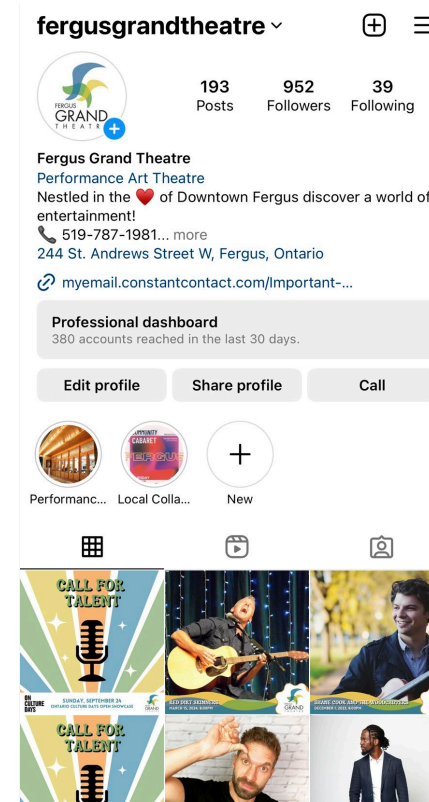
Facebook:

Facebook.com/FergusGrandTheatre

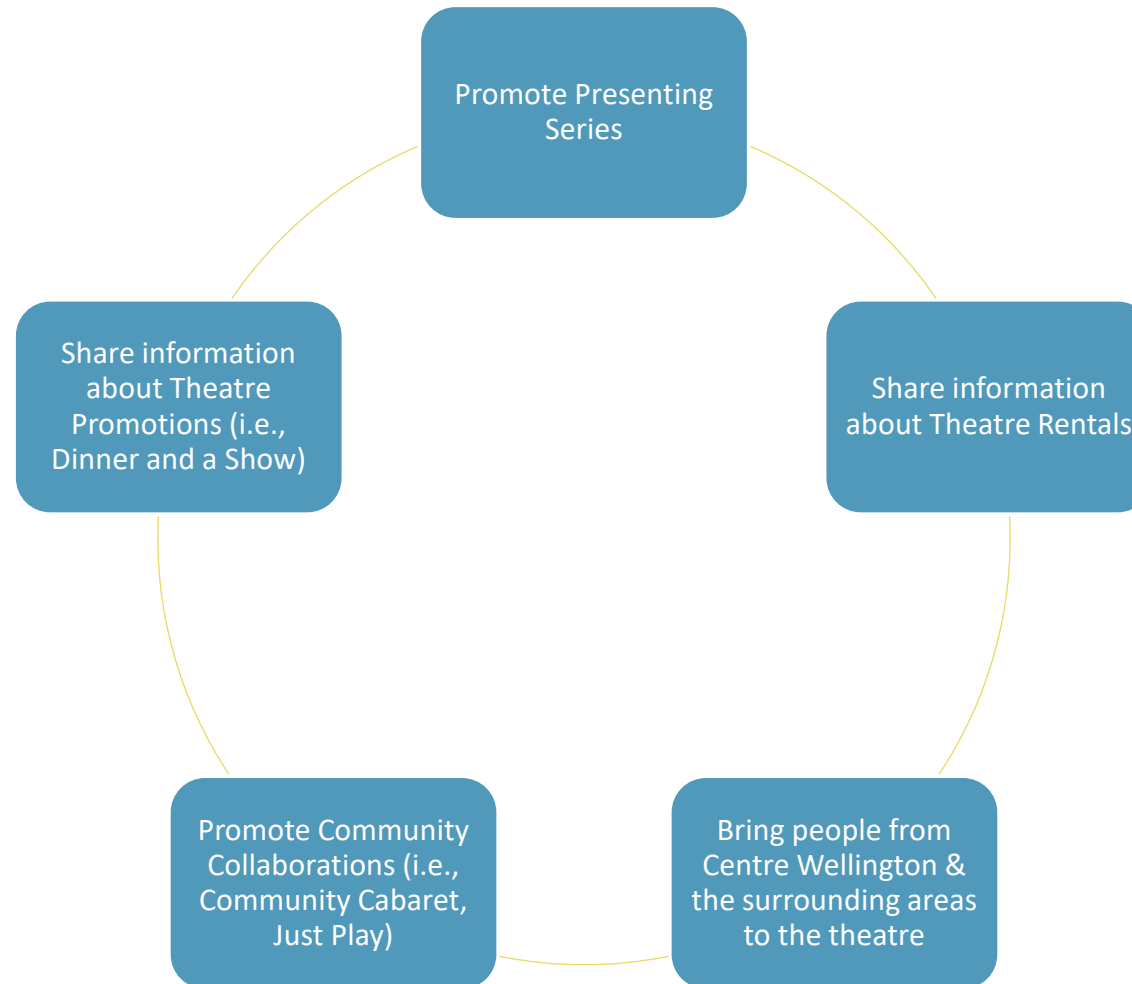


Instagram:

@fergusgrandtheatre



Goals



Creative, inviting, and upbeat.

Responses should be informative, positive, and upbeat.

Avoid sarcasm, mocking theatre patrons, or other theatre groups.

Voice should always be consistent, tone can vary depending on content and situation.

Optimize Imagery



- Just as important as maintaining a consistent voice is maintaining a strong image brand.
- Keep branding consistent: Profile pictures and headers should be easily identifiable.
- Easy to identify that the posts are coming from the Fergus Grand Theatre

Optimize Imagery – Types of Imagery

FGT Branded Images

- Using the Fergus Grand Theatre brand on theatre messages
- Examples: Volunteer recognition, World Theatre Day, Holiday posts, etc.

Presenting Series Theme

- Giving each new Presenting Series a theme that pulls from the regular theatre branding
- Doing this will differentiate the Presenting Series from regular messaging

Sharing Theatre Rentals (Facebook/Instagram Stories)

- The Theatre does NOT post on behalf of theatre rentals
- The Theatre can share posts that tag us to our Facebook feed or Instagram Stories



Consistency

Facebook

- Post Rate: 1-2 times per week
- Theatre branded content
- Owned Media: photos, video, website, blogs
- Media Releases (for Presenting Series shows)
- Not using Facebook Stories as they have very low engagement

Instagram

- Post Rate: 1-2 times per week
- Theatre branded content
- Owned Media: photos, videos
- Instagram Stories:
 - 24 hour lifecycle
 - As needed: live events, festival promotions, real-time excursions

Content Strategy



- Use different imagery for the same Presenting Series performance to create variety on theatre social media channels
 - Different imagery should come from the Performers team/themselves
 - If different imagery isn't available, find stock images that relate to the performance
 - Ex., A Field Guide To Rural Living
- Keep Fergus Grand Theatre branding consistent throughout posts

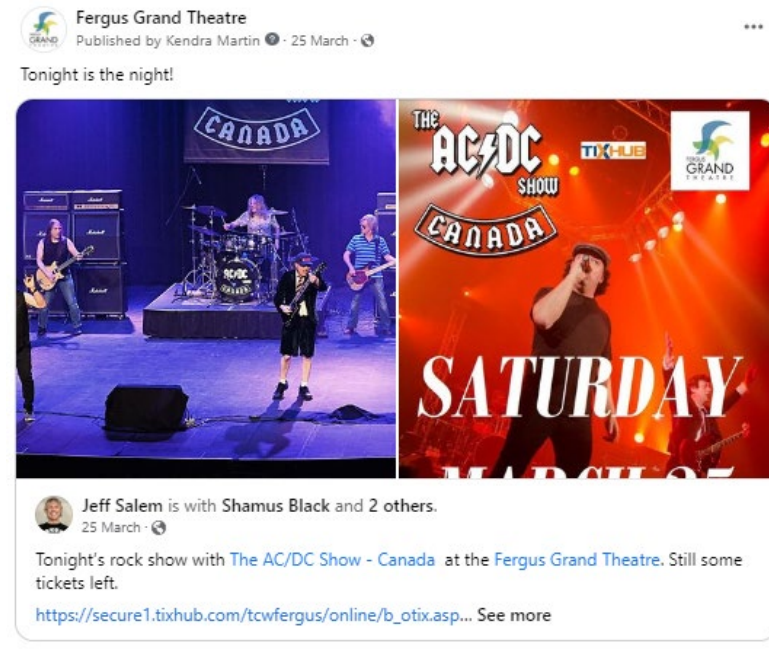
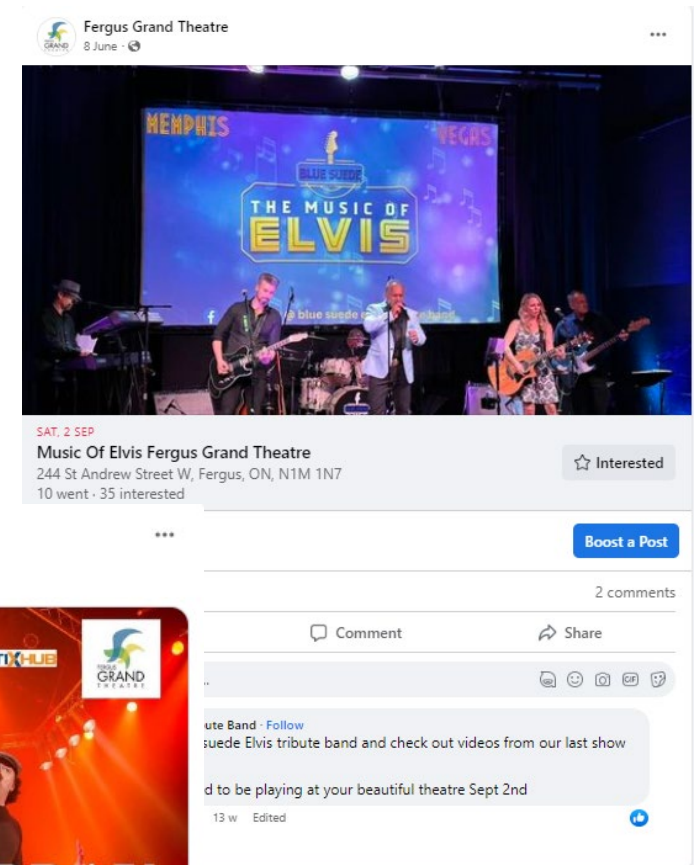
Post Formatting – Facebook & Instagram

- When posting about performances in the Presenting Series, always leave a link in the text portion that leads followers to either fergusgrandtheatre.ca OR directly to tix-hub.
- Keep sentences short and relate the text to the performance.



Post Formatting – Facebook Sharing & Events

- Rental clients can add the Theatre as a co-host on their Facebook event. Once accepted, the event will appear on the Theatre's Facebook feed as well as in the events tab.
- When tagged by rental clients in Facebook posts, the theatre can share the post to their Facebook feed.



Content Formatting – Instagram Stories

Instagram Stories can be utilized to share posts from rental clients, share about performance nights from the Presenting Series, and sharing about Community Collaborations (i.e., Community Cabaret, Just Play, etc.)



Interaction & Social Listening

- Reserve time to interact with users who are tagging and sharing Fergus Grand Theatre content. From liking posts to commenting, this engagement shows your audience you are listening and opening up the conversation.
- Respond to inquiries in a timely manner.
- Check geo-tags (Fergus Grand Theatre, Fergus, ON) for posts that may not have reached you directly.
- Be aware of current theatre rental and Presenting Series dates.
- Engage in social listening with other Theatres for best practices and new opportunities. Social media trends and algorithms are constantly evolving!



1.0 Policy Purpose

The Township of Centre Wellington ("the Township") is committed to open and transparent communication with its residents by using a variety of tools, including social media. By utilizing social media, the Township is showing its commitment to the public by providing them with timely, accurate, accessible, transparent, and accountable information.

The Township will promote the use of social media platforms as a tool for fast, two-way communications about our programs, services and news affecting our community. The Township will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communication efforts, communications through social media are accurate, consistent, and professional.

1.1 General Policy Statement

The Township of Centre Wellington promotes the use of social media platforms as a fast, coordinated approach to communicating all Township business to residents and stakeholders, such as, but not limited to programs, services and news affecting our community through professional, [creative](#) and strategic communications.

1.2 Policy Purpose

The Township's [Social Media Policy](#) and usage guidelines outline the corporate standards regarding communicating to and engaging with the public using social media platforms for employees and elected officials. This policy also outlines:

- That the Township of Centre Wellington provides a single, comprehensive corporate Facebook, Twitter, YouTube, and LinkedIn page that is monitored daily by the Digital Media Associate ("DMA") and the Communications and Strategic Initiatives Specialist ("CSIS"), and to which is used to inform, [engage](#) and educate residents and stakeholders about Township business.
- That Elora & Fergus Tourism provides a single, comprehensive corporate Facebook and Instagram page that is monitored daily by the DMA and CSIS, and to which is used to inform [tourists, stakeholders, and other visitors] about what our region has to offer.
- That the Fergus Grand Theatre provides a single, comprehensive corporate Facebook and Instagram page that is monitored daily by the DMA and CSIS, and to which is used to inform residents, stakeholders and tourists about performances taking place at the theatre.

The Township of Centre Wellington's Social Media Policy outlines guidelines and restrictions for posting and sharing content.

Social Media Managers



Social media account access is granted to the Digital Media Associate with support from the Communications & Strategic Initiatives Specialist and adheres to posting within the Centre Wellington Social Media Policy.