
WHAT IS YOUR STORY?

Take 15 minutes to decide on the story you are trying to tell. Is it the story of your organization? Do you want to expand the story of an upcoming performance? Is there a new program you wish to promote? Whatever the answer, be specific.

For example: If your organization fosters new playwrights, you might brainstorm and fall upon the theme, "The home for new playwrights." Then, each platform would tell the story of how your company is "home."

FACEBOOK

Facebook is solid for sharing pictures, video and music. You can easily direct your audience to your story on other platforms. Take advantage of the fact that Facebook's timeline allows you to archive stories and reveal a history.

For example: Jumping off the concept of "The home for new playwrights." Share pictures that show playwrights at home in the space. Post music that creates a sense of home. Use timeline to talk about how the "house" was built.

TWITTER

Twitter is great for news stories, mock personas, and engaging in conversation with other users. Once you've selected your story, find other users who are sharing a similar story and retweet or follow them. Engage with them and build out your tale.

For example: The concept of a boarding house is a great foundation to launch a "house mother." The house mom is a person who answers questions and brings people together.

YOUTUBE

YouTube is video, but that doesn't mean you must spend thousands of dollars on costly promos. Consider all your options, including Google+ Hangouts, where you can have live conversations and archive them to YouTube.

For example: Almost every house gathers around the television. Make YouTube a virtual television. Set it up as a "living room" for people to watch engaging content and offer a weekly "fireside chat."

LIVE EVENT

Think of a live event that tells your story. That might mean a fundraiser that tells your story, or it could be a scavenger hunt that engages your audience. If you are promoting a performance or an art show, you should create a live event connected to the performance. Perhaps, create pop up performances around town to generate interest.

For example: If you have a brick and mortar location, offer a monthly open house. Have dinner, or a potluck. Make the environment as open and inviting as you can. If you do not have a physical location, open up actual homes of your organization's members or employees to playwrights. Rotate the event location to give artists a chance to really get to know each other – in their homes.