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| Week Commencing | Actions | Who? |
| 30/1/2017 | Set up our Social Media Pages (Facebook, Twitter) | Morwenna Murray & Kim Bowe |
| 6/2/2017 | Set up further Social Media Platforms (Instagram, Snapchat) Create logo designs. | Kim Bowe |
| 13/2/2017 | Take pictures in rehearsals to upload to social media pages. Suggest social media ‘takeovers’ by certain groups of the cast e.g writers. Meet the cast pictures and 5 questions per cast member. | Mo & KimWriters  |
| 20/2/2017 | MEET THE CAST NEEDS TO BE DONE.Pictures to ‘celebrate’ ‘like’ milestones.Launch and add information to the website.Buy t-shirts and begin creating them with logo and production role for back of the t-shirt.Keep teasing social media pages with behind the scenes photos and videos | KimMoPaige MoranKim & Paige |
| 27/2/2017 | Fully launched website with theatre/production information on it and full meet the cast Q&As.Design posters for the Quiz night. Brainstorm ideas for marketing the planned Rave – posters, flyers, social media advertisements.Launch Kickstarter | MoKimKim & PaigeKim |
| 6/3/2017 | Continue promoting Kickstarter on to social media websites, Facebook, Twitter and InstagramHave all the ‘Meet the Cast’ pictures and questions uploaded Continue with the ‘Face in the Hole’ pictures to boost views and let potential audiences know we are setting our show in the 90sChange website over to Lincoln blog. Update!! | Kim, Mo, PaigeKimKim & PaigePaige, Mo |
| 13/3/2017 | Continue to upload behind the scene images from rehearsals. Snapchat ‘takeovers’ Continue to plan and finalise dates for the Quiz fundraiser. Create posters. Release the name of the show by FRIDAY 17th. Create promotional video to announce it. | Kim & PaigeTakeovers – ALL CASTKimKim |
| 20/3/2017 | Create posters and flyers for the Quiz. PROMOTE.Look into contacting Radio stations for some cast members to go on air and promote the show.300 likes – achieved. Create promotional ‘coming soon’ video.  | KimKim, PaigeKim, NatashaKim |
| 27/3/2017 | Promote for the Quiz which is taking place 31/3/2017.Start promoting people’s characters – ask a few questions/ favourite line so far. Base insight into people’s characters – 2/3 a week.Continue uploading rehearsal shots onto social media.Advertise the ‘frosted tips’ event on social media – possible countdownFacebook LIVE event when ‘frosted tips’ event is taking place.Poster and Copy DEADLINE 31ST MARCH | EveryoneKim, PaigeKimKim, PaigeKim |
| 3/4/2017 | Continue to update social media websites with character exclusives. | Kim |
| 10/4/2017 | Continue to promote the fundraiser pages – Kickstarter  | Kim/ All company members on social media |
| 17/4/2017 | Create event page for Jurassic film night & promote | Kim |
| 24/4/2017 | Send posters and flyers off to printPromote Jurassic film night fundraiser | KimKim/ All Company Members |
| 1/5/2017 | Release poster image on social media platforms and around LPAC & University campus.Plan flyering dates | KimAll Company Members |
| 8/5/2017 | Maintain all social media platforms with rehearsal images and character backgrounds | Kim |