

MARKETING REPORT 2025-26

The Marketing Team promotes and informs the public about all aspects of Shuswap Theatre. In the past year, our marketing activities included:

- The website – constantly refreshed and updated (16,264 unique visitors and 34,211 views in the past 12 months)
- The newsletter, *The Prompter* – published every few weeks during the season and sent to 1446 email addresses
- Regular Social Media posts – Facebook (2.3K followers), Instagram (1.4 K followers)
- Print Media ads
- Season Brochure
- Display window at Centenoka Mall. Thanks to Wendy Hunter for creating and updating this.
- Productions and events posted on Community Events Calendars
- Production posters displayed at local businesses
- Production and other press releases
- Salmon Arm Fair Parade participation
- Volunteer Fair at the Library put on by Shuswap Immigration Services Society
- Piccadilly Mall Fall Sign Up Week
- Other community engagement events

We have signed a contract with Trilogy Solutions, a local web design company, to completely redesign our website, which was excellent in its time but is getting long in the tooth. We are excited at what they are creating and look forward to its launching in the next couple of months.

Kim MacMillan has managed our website from its inception and feels it is time to pass the baton. It can be a gradual process. If you have some website knowledge (not necessarily an expert) let us know and we can talk. Training provided.

The number of people subscribing to the Prompter continues to grow, as does the number of followers on social media platforms. The newsletter, social media and the website are now our main avenues for promoting the Theatre in general and our productions in particular.

We are very grateful to our graphic designer, Lisa Bennett, who creates the graphics and posters we use for marketing. Her knowledge and talent continues to be an invaluable resource. Thank you Lisa!

For graphics not crafted by Lisa, our team uses Canva to edit and create basic graphics for social media, the website and Brushfire. We are always mindful of the impacts of AI implemented by Canva and do our best to avoid using apps and images created by it, instead using creator made designs or creating our own templates.

Do you have a talent for writing, website work, community outreach, graphic design skills or a spark for social media? We would love to have another member or two take on specific responsibilities. Please contact us at theatreshuswap@gmail.com.

Respectfully submitted,

Susan MacMillan, Elizabeth Ann Skelhorne, Nedine Scott, Kim MacMillan