

# SHUSWAP THEATRE SOCIETY

## MARKETING REPORT 2024

The Marketing Team promotes and informs the public about all aspects of Shuswap Theatre. At present, our marketing activities include:

- The website – constantly updated
- The newsletter, *The Prompter* – published every few weeks during the season and sent to 1400+ email addresses
- Regular Social Media posts – Facebook (2.1K followers), Instagram (1.2K followers)
- Print Media ads
- Season Brochure
- Productions and events posted on Community Events Calendars
- Production posters
- Production and other press releases
- Salmon Arm Fair participation and other community engagement events

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

We would love to have another member or two who might take on specific responsibilities. Please contact us at [theatreshuswap@gmail.com](mailto:theatreshuswap@gmail.com).

Respectfully submitted,

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