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Professional support
for amateur theatre

#12 Topical Tip

How to get the most out of Facebook

Facebook is a great tool for societies to use to promote themselves and their shows. A Facebook page can be set up for free and societies can instantly start connecting with others in the amateur theatre community and begin posting about their latest show, or put out calls for props, costumes or other help.

All of this is free and it's a great way for society members to connect, as well as for societies themselves to connect with the wider amateur theatre community and with audiences and potential audience members.

The fact that Facebook provides a free standard service means it is a great means of promotion, but there is also the option of Facebook advertising, which can help societies to engage with a wider audience.

Facebook adverts are unique because they are targeted at specific groups of people based on goals set by the advertiser. For example, if your goal is to reach people with the same interests within a certain area, say amateur theatre lovers in Peterborough, then Facebook will show your advert to users who identify with this interest in and around the chosen location. There are lots of other options available as well, such as targeting ads based on gender and age, and promoting Facebook pages to create more likes.

You can read all about the options available at www.facebook.com/business/products/ads.

Whether you want to use the advertising options or not, Facebook is a really beneficial social network tool for amateur theatre societies to use. So if you don't yet have a page, you can go to www.facebook.com to create one and start promoting your society and your next show.

If you need any help or advice from NODA,
call us on **01733 374 790** or email info@noda.org.uk.

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