

**Department of Drama**  
**Social Media Guidelines**  
**STUDIO THEATRE**

The Department of Drama recognizes that social media is an integral part of our lives and a powerful tool for engaging audiences and sharing our successes and connections – audience development and student recruitment.

We encourage a responsible use of social media with the understanding that social media posts may have implications and/or consequences long after a production is finished - “everything posted online is there forever, even after it’s been deleted”.

Therefore, the following are guidelines for using social media in a professional way that encourages an enthusiastic audience, cast and crew for Studio Theatre and for your future career in theatre.

**You are welcome to promote the show using approved materials**

The Faculty of Arts Fine Arts Marketing Team actively promotes each Studio Theatre show, it’s their job. Promotional materials are available *upon request*. Using the approved materials on your social media channels helps build the audience. Feel free to tag yourself in and share the photos, videos, blog posts and other materials that we share in promoting the shows - the more interactions, the further the reach!

**Want to help by providing some of the materials?**

Get in touch with Erik (einsiede@ualberta.ca) who runs the Fine Arts Marketing Team before rehearsals start to request becoming a member of the **Social Media Crew** on that show. There will be specific times during the rehearsal process that Erik will ask you to take some photos or video to send to him (make sure you clear it with the director and stage manager). Erik and his team will pick the best of the Crew’s submissions to post on the Drama Department’s social media channels.

**Do’s & Don’ts**

- No cell phone use during rehearsals; turn them off and check during breaks
- Do not take photos of unfinished work without permission
- Do not take photos in dressing rooms - the privacy of the dressing rooms is essential
- *Always* ask permission before tagging someone
- Tag yourself often!