



Key Publics

1

Audiences

Description: The public who will be viewing our productions and attending our workshops this tour.

Status: There is high engagement and positive feedback when we are present, little to no engagement when we are not present.

Demographics: Our audiences consist of everyone from middle schoolers to adult inmates.
 Generally individuals who have had little exposure to theatre.

Opportunity: Could enhance our relationship by engaging beyond our physical presence.



2

Communities

Description: Members of the communities we visit who are not in attendance at our productions.

Status: Unknown, but the National Players generally have a positive reputation, especially in the communities we frequent so it's safe to assume they're probably unaware, ambivalent, or supporters.

Demographics: Generally unknown, primarily residents of rural or low economic status communities.

Opportunity: Increase our impact on the overall community by reaching out beyond our audience.



3

Partners

Description: Other touring, educational theatre companies like us and the venue heads that we are coordinating with.

Status: As supporters of the work that we do, they are either current partners or potential partners.

Demographics: Adults working in theatre and/or education who believe combining art and education creates positive growth.

Opportunity: Enrich our relationship by actively supporting the work that they do.

Develop our work by being in active dialogue about what we are doing and how we could do better.



4

Potential New Players

Description: Multi-faceted actors with an interest in joining the National Players.

Status: Aware of the National Players, considering becoming a participant/supporter.

Demographics: Artists, generally in their 20's or 30's, in a position where going on tour for a year is a possibility.

Opportunity: If we represent what life on tour is like accurately, we will get the best and most prepared people for the job.



5

Advocates

Description: Alum and list of 20 advocating theatre companies.

Status: Actively engaging with and supporting National Players.

Demographics: Adult artists who are working or have worked in theatre or arts education.

Opportunity: If we support them as well we can grow our relationship and the potential for future partnership opportunities.

Positioning Statement

We want our social media accounts to be a place of community development.

Goal

Make social media accounts a place of active engagement that will expand our relationship with audiences and potential partners beyond our in-person exchanges.

Objectives

1 Expand engagement with each venue beyond our visit.

1a Engage with audiences before our arrival.

Target Public: Audiences

strategy 1: Share relevant priming activities and information.

- ▶ tactic 1: Share videos of potential activities with young audiences.
- ▶ tactic 2: Share articles relevant to the themes in our shows with older audiences.



1b Engage with audiences after our departure.

Target Public: Audiences

strategy 2: Enrich the experience of our visit.

- ▶ tactic 1: Create more indepth answers to the questions we are frequently asked at talkbacks and refer our audience to these resources for more information.



1c Engage with members of the communities we visit who are not in attendance at our production.

Target Public: Communities & Partners

strategy 3: Focus our social media presence on the communities we visit, rather than ourselves.

- ▶ tactic 1: 'Humans of National Players' – interviewing people everywhere we go & sharing a sliver of their story on social media.
- ▶ tactic 2: Researching the places we visit before we arrive and creating a simple infographic that shares an interesting piece of information about the location.
- ▶ tactic 3: Contacting similar organizations near the communities we visit and seeing if there are oppurtunities for partnership, or simply a conversation, while we're there.

Objectives

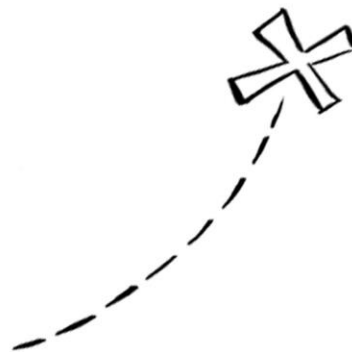
2 Tell the story of what it's like to be a national player.

2a Make the trajectory of our tour easy to follow.

Target Publics: Communities & Potential Players

Strategy 4: Make visual representations of our tour.

- ▶tactic 1: Create a monthly calendar of our tour.
- ▶tactic 2: Create an interactive map of our tour.



2b Share the history of the National Players in an engaging manner.

Target Publics: Potential Players & Advocates

strategy 5: Find and create interesting content.

- ▶tactic 1: Go through the archives for throwback Thursday content.
- ▶tactic 2: Create infographics of facts about the National Players.



2c Create an active record of the life of a national player.

Target Public: Potential Players

strategy 6: Create a record of what the day-to-day life of a national player is like.

- ▶tactic 1: Emily blogs on the National Players tumblr.



2d Represent each of the players as people.

Target Publics: Potential Players & Communities

strategy 7: Create and share content that displays the multiple dimensions of our players.

- ▶tactic 1: Introduce the players through a valuable quote and a casual picture.
- ▶tactic 2: Create fun video series of the players outside of rehearsal.
- ▶tactic 3: A player takes over the National Players Instagram once a month.
- ▶tactic 4: Linking individual players accounts to the National Players accounts through hashtags, tagging, proper employer listing, etc.

Objectives

3 Open up an active and engaging dialogue with our online community.

3a Create forums of open dialogue based around the themes of our shows.

Target Publics: Communities & Partners

strategy 8: Post content that draws connections between our shows and current events.

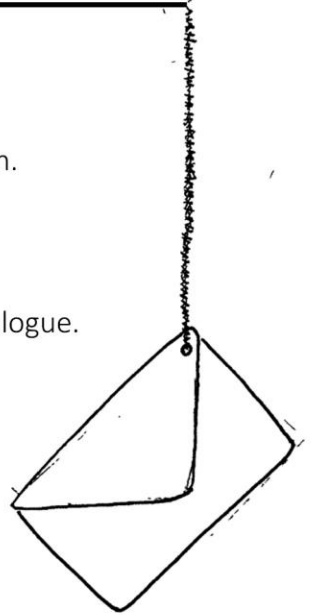
- ▶tactic 1: Set Google news alerts for relevant phrases.
- ▶tactic 2: Partner up with Timothy to more accurately discover where our world overlaps with our shows.
- ▶tactic 3: Consistently post articles that we find along with questions and engage in active, open dialogue.

3b Create forums of open dialogue about theatre in education.

Target Public: Partners

strategy 9: Make our Facebook a forum for open dialogue about theatre in education.

- ▶tactic 1: Create a google news alert for theatre in education.
- ▶tactic 2: Connect with other artists in theatre education.
- ▶tactic 3: Post relevant articles along with questions and engage in active, open dialogue.



2017

August

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17 throwback Thursday	18	19	20 meet with timothy, set google news alerts
21 link calendar & interactive map to website	22	23 introduce player 1	24 throwback Thursday	25 fun fact fridayyy	26	27 emily tumblr post
28 fun players video	29	30 introduce player 2	31	01	02	03 emily tumblr post

2017

September

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

28

29

30

introduce player 3

31

throwback
Thursday
share othello
related content

01

othello, olney

02

othello, olney

03

emily tumblr post
othello, olney

04

players insta
takeover

05

06

introduce player 4

07

introduce player 5

08

fun fact fridayyy

09

10

emily tumblr post

11

fun players video

12

share alice related
content

13

introduce player 6
alice, olney

14

throw back
Thursday
alice,
olney

15

alice, olney

16

alice, olney

17

emily tumblr post
alice, olney

18

fun players video

19

share gatsby
related content

20

introduce player 7
gatsby, olney

21

introduce player 8
gatsby, olney

22

fun fact fridayyy
gatsby, olney

23

gatsby, olney

24

emily tumblr post
gatsby, olney

25

fun players video
share alice related
content

26

alice, olney

27

introduce player 9
alice, olney

28

introduce player 10

29

fun fact fridayyy

30

01

2017

October

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	29 fun fact fridayyy	30	01 emily tumblr post share video of alice activities
02 share othello related articles players insta takeover	03 share brooklyn park infographic	04 share nanticoke infographic alice, chesapeake arts center	05 human of cac, othello, luzerne county community	06 human of luzerne	07 make talk-back response video share tbd pre- show activity	08 emily tumblr post
09 share lemont furnace infographic fun players video	10 tbd, penn state - fayette share alice activity	11 human of penn, tbd, penn state - fayette	12 throwback Thursday share westminster	13 alice, carroll county community college	14 human of carroll, share othello articles alice, carroll county	15 emily tumblr post make talk-back response video
16 share elmira infographic fun players video	17 othello, the clemens center share alice activities	18 human of clemens	19 share potsdam infographic	20 fun fact fridayyy alice, suny potsdam	21 human of suny, share valhalla infographic alice, suny potsdam	22 emily tumblr post share othello articles alice, westchester
23 human of westchester fun players video	24 share toledo infographic	25 othello, the valentine theatre	26 throwback Thursday	27 human of valentine share othello articles	28 make talk-back response video	29 emily tumblr post share st bonaventure infographic
30 fun players video othello, st bonaventure university	31 human of bonaventure share alice activities	Notes:				

2017

November

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	01	02 share butler infographic	03 alice, butler county community college	04 humans of butler	05 emily tumblr post make talk-back response video
06 players insta takeover	07	08	09 thanksgiving throwback Thursday	10 share othello articles	11	12 emily tumblr post share radford infographic share alice activities
13 fun players video othello, radford university	14 share harford infographic humans of radford	15 alice, harford community college	16 humans of harford share othello related content	17 othello, olney	18	19 emily tumblr post share gatsby related content
20 fun players video gatsby, olney	21 gatsby, olney	22	23	24 fun fact fridayyy	25	26 emily tumblr post
27	28	29	30	01	02	03