

22<sup>nd</sup> → 30<sup>th</sup>  
May 2020

# 19<sup>TH</sup> PRAGUE FRINGE FESTIVAL

## Social Media Tips for Artists

Here's our handy list of things you can do to help promote your show via social media.

### Things you can do now:

#### Get connected:

Follow/like Prague Fringe on our accounts and interact with posts by commenting/replying:

Twitter: [@praguefringe](https://twitter.com/praguefringe)

Instagram: [@praguefringe](https://www.instagram.com/praguefringe)

Facebook: [@praguefringe](https://www.facebook.com/praguefringe)

Use the hashtag **#praguefringe2020** in all posts about Prague Fringe. We'll be sharing/liking/commenting on posts using this hashtag.

#### Announce yourselves:

Use the '**We are performing at #PragueFringe2020**' graphic to formally announce your inclusion in the programme.

You can find the file saved in the 'Documents' section of Eventotron.

In the post description use the hashtag **#praguefringe2020**.

#### Join in:

Join our '**Prague Fringe Artists and Producers**' Facebook group and connect with other artists and promote your show:

<https://www.facebook.com/groups/1551952921798852/>

#### Behind the scenes content:

Are you in rehearsal for your show? Why not share photos of your rehearsals and preparations, using the hashtag **#praguefringe2020**.

Are you travelling/touring your show at other festivals? Why not share reviews/photos of your adventures using the hashtag **#praguefringe2020**.

### Things you can do after programme launch:

#### Share your listing:

We will launch the full programme and ticket sales to our Friends of the Fringe (via private link) at the beginning of March and to the general public in the **middle of March**.

At this point your show will have a **dedicated programme listing page** starting with the url: <https://www.praguefringe.com/programme/> [show-title]

This will contain all details of your show and an in-built ticket purchase form operated by our agents GoOut.cz. It is the most direct link for audience members to read about and purchase tickets for your show.

We recommend **sharing this link** across all your social media / newsletter / website etc.

### **Share blogs:**

We will also write and publish blogs on our News page about groups of shows (i.e. comedy shows, shows to go to with your kids, etc). We share these blog posts on our social media channels and tag your show or company page where possible. You can read examples of last year's blogs at:

<https://www.praguefringe.com/about/news/>

We recommend sharing blog posts which mention your show.

### **Use the Facebook community:**

We recommend sharing information about your event in Facebook groups relevant to your show's themes/genre. Here are some examples, but there are many more:

Aktivity Praha!:

[https://www.facebook.com/groups/444296858934722/?ref=br\\_rs](https://www.facebook.com/groups/444296858934722/?ref=br_rs)

Amatérské divadlo (nejen) v Praze:

[https://www.facebook.com/groups/439071093286819/?ref=br\\_rs](https://www.facebook.com/groups/439071093286819/?ref=br_rs)

PRAHA-restaurace, kulturní i sportovní akce, divadla a zábava..:

[https://www.facebook.com/groups/541887162534423/?ref=br\\_rs](https://www.facebook.com/groups/541887162534423/?ref=br_rs)

Kulturní a společenské dění v Praze:

<https://www.facebook.com/groups/kulturavpraze/>

Queer Expats in Prague:

<https://www.facebook.com/groups/771524266288997/>

Queer Creators Collective - Prague

<https://www.facebook.com/groups/637430256596760/>

Music Events in Prague

<https://www.facebook.com/groups/374815922850118/>

Foreigners living in Prague:

<https://www.facebook.com/groups/950042595027086/>

Prague Expats:

<https://www.facebook.com/groups/pragueim/>

Comedy Prague:

<https://www.facebook.com/comedyprague/>

The Haps:

<https://www.facebook.com/ThePragueHaps/>

Events in Prague:

<https://www.facebook.com/groups/EventsInPrague/>

### **Mention your venue:**

Like/follow your venue's social media accounts and tag them in your posts to reach a wider audience. Some have a strong programme of theatre all year round and a good following of potential audience members:

Malostranska beseda: <https://www.facebook.com/malostranskabeseda/>

Misenska: <https://www.facebook.com/misenskafe/>

Divadlo Kampa: <https://www.facebook.com/divadlokampa/>

A Studio Rubín: <https://www.facebook.com/astudiorubin/>

Divadlo Inspirace: <https://www.facebook.com/divadloinspirace/>

Golden Key (Asten Hotels): <https://www.facebook.com/AstenHotels/> and <https://www.facebook.com/boutiquehotelgoldenkeyprague/>

Museum of Alchemists: <https://www.facebook.com/mysteriapragensia>

### **Share your listings:**

Our ticket agents GoOut.cz share their data with a number of online events listings sites including [www.expats.cz](http://www.expats.cz), [www.praguevisitor.eu/](http://www.praguevisitor.eu/) and [www.pragueresident.com/](http://www.pragueresident.com/)

You should find your event list on their website and/or in posts they make with tips for their followers – share and tag them in your posts to increase the reach.

### **Go to GoOut:**

Head over to [www.gooout.cz](http://www.gooout.cz), and find your event listing using the search function. Click on the heart icon to favourite your show and improve its ranking in their in-built algorithm (you'll need to sign up/log in first but it's simple and can be done via Facebook, google etc). You can also favourite the main Fringe umbrella event: <https://goout.net/en/festivals/prague-fringe-2020/kedwe/+oqxfo/>

### **Main Fringe Facebook event:**

Make sure you've clicked 'Attending' in the main **19th Prague Fringe** event on Facebook. You can invite friends/followers too.

<https://www.facebook.com/events/453549755221687/>

Why not share your **individual show listing** into the 'Discussion' with an invite for audiences to check out your show?

### **Paid campaign:**

If you have an ad account on Facebook and would like to take things to the next level you could **create a paid campaign** using your show image and a link to your main show listing page at [praguefringe.com](http://praguefringe.com). As little as £20/€20 can make an impact and get your event seen by thousands of people, especially if you are selective with your targeting.

Unfortunately we don't have the resources to help everyone individually with these campaigns, but they are fairly easy to set up if you've got a bit of experience using the Facebook ads system.

**For more information about other marketing options (print and press, offline promo), venue details, photography and videography and more, please refer to the Artist Toolbox:** <https://www.praguefringe.com/participate/artist-toolbox/>