

Hi everyone!

The production team has been hard at work creating marketing materials for INTO THE WOODS, but our best marketing tool is you! Because you each have your unique follower base and reach, having you promote the show by posting about it on social media will help ensure this show's success.

Tickets go on sale on Friday morning, October 8th, at 9:00 AM, so we ask you to wait until after that time to post. Otherwise, your followers won't be able to buy tickets.

A Google Drive link is attached with some graphics for you to post on your own social media. There are three folders: Cinderella Cast, General, and Prince Cast. The Cinderella and Prince Cast folders have cast-specific information so that members in those casts can advertise their own dates. The General folder has the overall dates for the show, advertising the entire run perfect for understudies, crew, production team, and creative team. Again, **please wait to post these until 9 AM on Friday**. The Conservatory and BWMT social media channels will also be posting a video trailer at/around 9 AM, and we hope you repost that as well! But, again, organic and personal content from you will also help develop interest from your social network. **Be sure to use #IntoTheBWoods** on your posts!

The following is the Google Drive link:

https://drive.google.com/drive/folders/1t5Vz26KNhTD6exLq3R_RWN36Qy0UFEQv?usp=sharing

Please email Kelly Schikowski (kschikow18@bw.edu) if there is anything wrong with accessing the folder/the images in the folder

Thanks again for your help in getting the word out about this incredible production!
The Arts Management Student Production Team