



The Amarillo Symphony

# Leveraging social media in small to mid-size orchestras

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The Amarillo Symphony

# The Experiment

- With a limited number of concert and traditional engagement experiences, how can we increase our connection to our patrons and our community?



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Timeline

Now

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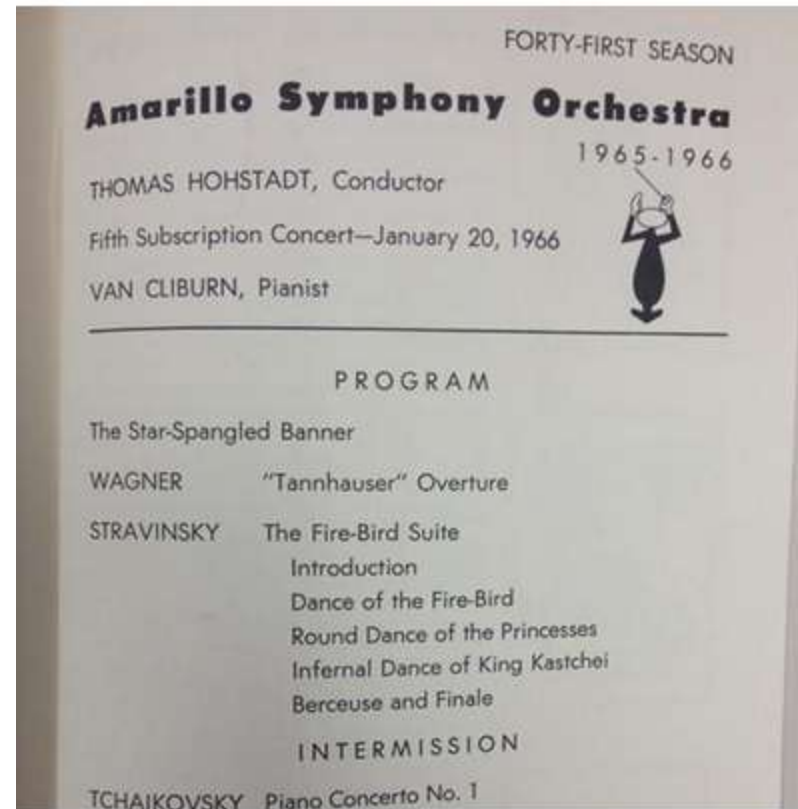


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Stumbled across Van Cliburn's first performance with the Amarillo Symphony in an old program book from the 1965-1966 season.



Instagram



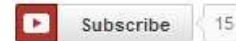
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## Beethoven's Symphony No. 5 in C minor, Op. 67 I. Allegro con brio

74 views 3 months ago

Performed by the Amarillo Symphony at the Globe-News Center for the Performing Arts in Amarillo, Texas. September 14-15, 2012. Conducted by Stilian Kirov







# Suggestions

- Keep it simple, with limited staff find ways to easily develop content.
- Listen to your patrons!
- Think about everything you do, how can you use social media to tell your story?