Leveraging social media in small to mid-size orchestras

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The Experiment

• With a limited number of concert and traditional engagement experiences, how can we increase our connection to our patrons and our community?
Stumbled across Van Cliburn's first performance with the Amarillo Symphony in an old program book from the 1965-1966 season.

Amarillo Symphony Orchestra
1965-1966

THOMAS HOHSTADT, Conductor
Fifth Subscription Concert—January 20, 1966
VAN CLIBURN, Pianist

PROGRAM
The Star-Spangled Banner
WAGNER “Tannhauser” Overture
STRAVINSKY The Fire-Bird Suite
Introduction
Dance of the Fire-Bird
Round Dance of the Princesses
Infernal Dance of King Kastchei
Berceuse and Finale
INTERMISSION
TCHAIKOVSKY Piano Concerto No. 1
Beethoven's Symphony No. 5 in C minor, Op. 67 I. Allegro con brio

74 views  3 months ago

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?