

ADVERTISING AND PUBLIC RELATIONS

Chair Duties:

- Maintaining social media presence on Facebook, Instagram, and Twitter
 - Creating social media events for each show and social events within the Red Masquers
 - Understanding who to invite to specific events, how to write accurate descriptions, including proper dates and times for all events
 - Sharing and getting the word out about said events through social media
 - Using proper spelling and grammar on official social media
 - Monitoring social media presence, making sure appropriate things are being posted and keeping our sites up to date with our standards and with Duquesne's standards
 - Supporting other Duquesne groups and outside relevant events on our social media
 - Social media posts for each show
 - Creating advertisements and marketing materials
 - Taking pictures of rehearsals/relevant events
 - Working with director to find specific groups to target
 - Creating unique advertising for each show through videos, sharing articles, pictures, etc.
 - Getting the cast involved by posting headshots and short Q&A descriptions
 - Tailoring marketing to each show through captions, hashtags, and emojis
 - Posting production photos for each show
 - Posting constantly during the run of a show to get the word out, get people excited and aware of what is going on
 - Getting the cast involved by asking them to share the events and photos
 - Boosting events when necessary
 - Sharing reviews
- Execute the editing, printing and hanging up of posters (through help by committee)
- Writing and disseminating press releases
- Creating press packets
- Maintaining the Red Masquers website
 - Updating pictures of current/past productions; new ticketing info; posters; etc.
- Attend all production meetings

Assistant Duties:

- Assist in maintaining social media sites and the website as determined by the chair
- Assist in the creation of advertisements, such as promotional videos
- Attend rehearsals and crews to take promotional pictures/footage
- Assist and help to lead the poster hanging for each production
- Attend all production meetings in place of or in addition to the chair as instructed