



Social Media Management

Building excitement from first rehearsal to final curtain

A successful production deserves more than just a poster and a few ticket reminders. A consistent, engaging social media presence keeps your audience invested throughout the rehearsal process, helping to raise awareness, build anticipation and maximise ticket sales.

From announcing your production to celebrating closing night, every post is carefully planned to showcase your society, your cast and your production. By sharing engaging content, behind-the-scenes moments and regular updates, we encourage organic engagement, expand your reach within the local community and keep your audience excited right up to opening night.

Whether you already have content to share or would like professional photography and video created throughout rehearsals, Kelman Media can provide a tailored package to suit your society.

Our Services

Social Media

- Content planning
- Caption writing
- Scheduling & publishing
- Community engagement
- Ticket campaigns

Creative Content

- Graphic design
- Photography
- Video creation
- Professional editing

Production Promotion

- Cast announcements
- Behind-the-scenes content
- Rehearsal updates
- Show week coverage
- Post-show content

Additional Creative Services

Design

- Theatre Posters & Marketing Materials
- Theatre Programmes
- Social Media Graphics
- Production Branding & Artwork
- Website Design & Management

Print

- Programmes
- Posters & Flyers
- Pull-Up Banners
- PVC Banners
- Promotional Displays



Packages

Option 1 – Social Media Management

Ideal for societies who already have photos and videos available.

- Social media strategy for the production - Facebook & Instagram (Optional TikTok if required - additional fee applies)
- Content calendar from show announcement to closing night
- Engaging captions
- Professionally designed graphics
- Scheduled posts across your social media channels
- Posting frequency increases as opening night approaches
- Organic audience growth through engaging content
- Sharing posts to relevant local community and theatre groups
- Ticket launch announcements
- Regular ticket reminders
- Countdown posts
- Last chance to book reminders
- Sold Out announcements (where applicable)
- Cast introductions (where information is provided)
- Behind-the-scenes content (using supplied photos/videos)
- Rehearsal updates
- Production milestones
- Opening night and show week coverage
- Thank you and post-show content

Content is supplied by your society.



Packages

Option 2 – Social Media Management + Content Creation

Everything included in Option 1, plus professional content creation throughout the rehearsal process.

Includes three rehearsal visits

Visit One – Early Rehearsals

- Meet the cast
- First rehearsal photographs
- Short behind-the-scenes videos
- Content introducing the production

Visit Two – Midway Through Rehearsals

- Progress photographs
- Video clips
- Rehearsal highlights
- Behind-the-scenes content

Visit Three – Final Rehearsals

- Costume and prop previews (where available)
- Performance snippets
- Promotional photography
- Final countdown content
- Additional short-form videos suitable for Facebook and Instagram

All images are professionally edited before use.

Additional Content Sessions (fee applies)

Extra rehearsal photography or video sessions can be added at any point during the rehearsal process.



Posting Schedule

The posting schedule increases throughout the rehearsal period to maintain audience interest.

Early Rehearsals

- 1–2 posts per week

Mid-Rehearsals

- 2–3 posts per week

Final Month

- 3–5 posts per week

Week Before & Show Week

- Daily content
- Ticket reminders
- Behind-the-scenes updates
- Audience reactions (where appropriate)

Optional Add-ons

✓ Professional Cast Headshots

Perfect for:

- Cast announcements
- Programme
- Website
- Promotional material

✓ Dress Rehearsal Photography

Includes:

- Photography throughout the performance
- Full gallery of professionally edited images
- High-resolution files supplied for unrestricted promotional use by the society



Pricing

Option 1

Social Media Management
from £150 per production

Option 2

Social Media Management + Three Content Creation Sessions
from £250 per production

Optional Extras

- Cast Headshots – from £30 (during a scheduled rehearsal content visit)
from £60 (dedicated headshot session)
- Dress Rehearsal Photography – from £120
- Additional Content Session/Rehearsal photography – from £60
- TikTok Management - from £60