

# ENSEMBLE THEATRE CINCINNATI CONTENT STRATEGY REPORT



ENSEMBLE  
THEATRE  
CINCINNATI

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# EXECUTIVE SUMMARY



**E**nsemble Theatre Cincinnati is a non-profit arts organization that is **dedicated to serving its community through educational programs and shows** that cover important and somewhat pressing issues in today's society. My findings suggest that they **primarily cater to an older Facebook audience** with their social media posts, and they **focus heavily on promoting their shows** within their social media presence. They have a tendency to **lack consistency** in their posting schedule when they are in between theater seasons, which is leading to a lack of growth and engagement opportunity during those times. Based on my research **I would recommend** that they begin to **focus on growing their younger audience** by creating more consistent, and **engaging TikTok content**. There is large growth opportunity there, as well as a large theater audience on this platform. I would also suggest that they **post more content** that is **not in relation to a show**, as I think more general content would help with engagement, and also help **inform their audience** of what more they **have to offer besides shows**. Finally, I would suggest that they focus on **incorporating their website content** information **into their social media presence**, in order to **create a well rounded image** for their social media audience.



# INTRODUCTION

In this Content Strategy Report I will describe my research process in which I planned to understand what Ensemble Theatre Cincinnati currently focuses on in their day-to-day social media content. In order to do this, I went through a four-step research process that focused on dissecting and better understanding their social media presence, and what their audience is looking for in contrast to what they are currently receiving in terms of content. In doing this research I have been able to develop an in-depth knowledge of their social media presence, audience, and what they could be doing better in order to serve their audience, as well as their organizational mission. In this report I will go through my recommendations based on my findings, and further describe why the organization would benefit by implementing them.



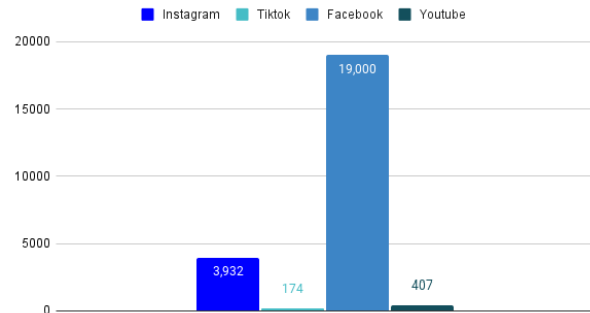
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# METHODS

## 1. CONTENT AUDIT AND RHETORICAL ANALYSIS

◆ Selected 30 social media posts from the organization in order to analyze their patterns in engagement, posts, hashtags, time of post among other things



◆ Analyzed different things about the organizations social media such as brand voice, storytelling strategies, and how they utilize ethos, pathos, and logos throughout their content.

## 2. SECONDARY RESEARCH

◆ Completed readings pertaining to topics such as brand voice, engagement, DEI, inclusivity, and techniques surrounding hashtags and posting times.

## 3. USER-EXPERIENCE SURVEY

◆ Asked users within my target growth demographic questions pertaining to their social media preferences and opinions pertaining to example social media posts that I created.

◆ Received honest feedback from users that I used to gain perspective on what to do with my posts moving forward, in order to best grow and develop this target audience.





# CORE STRATEGY STATEMENT

The content we produce helps **Ensemble Theatre Cincinnati** accomplish an **increase** in **ticket sales** and **engagement** by providing **entertaining** and **creative content** that makes local theatergoers **feel inspired** and seen so that they can **become more connected** to the artistic **community** in the Cincinnati area.

## MESSAGING FRAMEWORK

When a user first reads our posts, we want them to feel **inspired and welcomed**. After spending a few minutes in our social, users should feel **valued** because they understand we **provide opportunities** and **space for meaningful discussions**. Our content demonstrates that we provide just what our users need because of **our programs, shows, inclusive viewing options, and community outreach**.



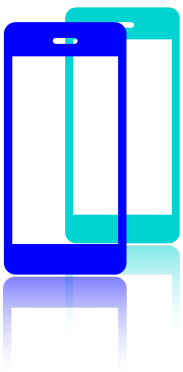
# FINDINGS & RECOMMENDATIONS

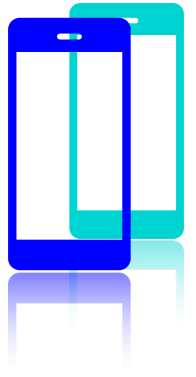


## 1. GROW TIKTOK AUDIENCE

In my research, I discovered that they are currently very focused on their Facebook aged audience, and are lacking effort and consistency on platforms that are catered towards their younger audience. Based on those findings I recommend that they focus on growing their TikTok platform by:

- ★ Participating in TikTok trends.
- ★ Posting more regularly in order to keep their audience engaged.
- ★ Focus on creating day-to-day content posts including giving insight into the organization, and how it runs everyday.

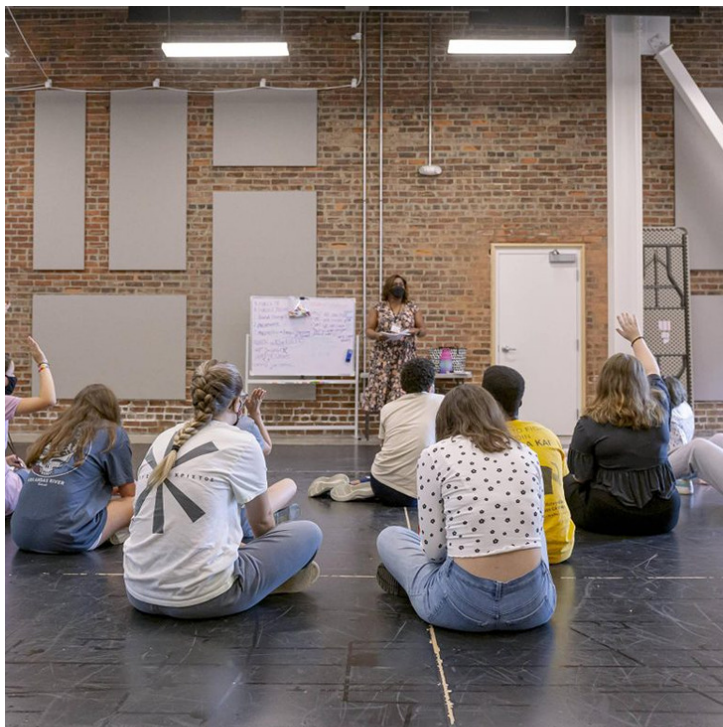





## 2. EVERYDAY CONTENT


In my research, I also found that this organization tends to primarily focus on promoting shows on their social media, and would go very quiet when they are not in season. Based on these findings I recommend they focus on posting more everyday content unrelated to shows by:

- ★ Making posts more frequently throughout the week.
- ★ Create casual content to help their audience connect to the organization outside of performances.
- ★ Utilize these posts to engage with your audience and teach them about the organizations.







 ensemblecincy ...

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 ensemblecincy  
Did you know that we offer Summer Camps? We have a wide variety of camp options for students of any age, or interest. Learn to act, build sets, do lights, and so much more! Join us this summer, and look at our website to see all of your options! #ensemblecincy #cincy #cincyarts #arts #summercamp #theatrecamp  
Image Description: Group of students sitting on the floor, facing a teacher at a white board. Some raising their hands awaiting to be called on, in a workshop environment.

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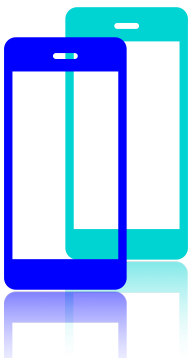
[Log in](#) to like or comment.



### 3. PULL CONTENT FROM WEBSITE

Lastly, during my research I found that they have a surplus of content on their website, and they lack to discuss that content within their social media presence. I would recommend that they begin to pull content from their website in order to inform their audience on what all they have to offer by:

- ★ Utilizing the surplus of content provided on the website.
- ★ Inform your audience of what your organization has to offer outside of shows.
- ★ Feed this information to your audience in a more convenient and palatable way



# CITATIONS

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