
**THE ACTOR'S
SOCIAL MEDIA**

CHECKLIST

**QUICK MARKETING
STRATEGY
FOR ACTORS AND
PERFORMERS**

LOOKING FOR FAME?

If you are an actor, a performer or a theatre maker, you probably know that putting your name out there is the most useful piece of advice any theatre coach could give you.

You might say: "Yeah, that is true but how I do that if I am not paying any premium plans in any of those fancy casting platforms, and my agent does not put me through any audition?"

Well, there are many other platforms out there that will help you rank high and give you some notoriety even if you are just starting out.



NICE TO MEET YOU

If we don't have officially met, HELLO, I'm Riccardo, Theatre-maker, Actor's coach and Instagrammer at (www.arifandricky.com). I will help you in building your artistic-based social media platforms and making long-lasting relationships within the theatre industry.

LET'S ROCK ON

1. HAVE THE SAME NAME, BIO AND PROFILE PICTURE ACROSS ALL YOUR PLATFORMS

It is vital for you -as an artist- being recognised not just by your fans but by agents and casting directors. So make sure all your platforms are orientated into your artistic career.

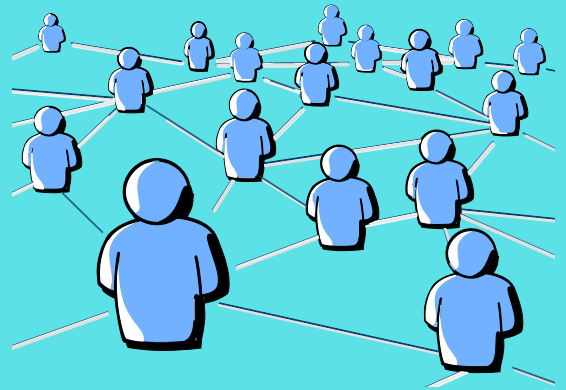
The screenshot shows the Instagram profile of 'arif_and_ricky'. The profile picture is a circular image of two men kissing. The bio reads: 'Arif & Ricky: ART/LIFE COACHES', 'Personal Coach', '- Art & Life Coaches', '👉 Upcoming Course: "The Actor's Employability Method" 👉', and a link 'rb.gy/nrl13z'. It also says 'Followed by sergiocampoy, itgetsbetteruk and 50 others' and 'See Translation'. Below the bio are buttons for 'View Shop', 'Following', and 'Message'. At the bottom, there are five circular icons for 'YouTube', 'It Gets Better', 'Love', 'Merch', and 'Nature', each with a corresponding image of the two men.

2. MAKE SURE YOUR PROFILE IS PUBLIC!

It is gold for you to have your profile searchable! So, don't put it private, you are an artist after all, and the audience needs to see you. Then, if you like to have a private account for your friends, you can always make another one!

3. STOP FOLLOWING FAMOUS PEOPLE, AND START FOLLOWING INTERESTING PEOPLE

Most of the time, we start following actors or performers just because we are their fans. But we are now the Actor and the Performer. So, STOP using your career accounts to follow your idols, instead become the idol that people want to follow.



4. BE CONSISTENT

Like everything else in life, consistency is key when it comes to social media. Make sure you plan everything you are posting. You can post once a week or every day, it does not really matter as long as you are consistent.

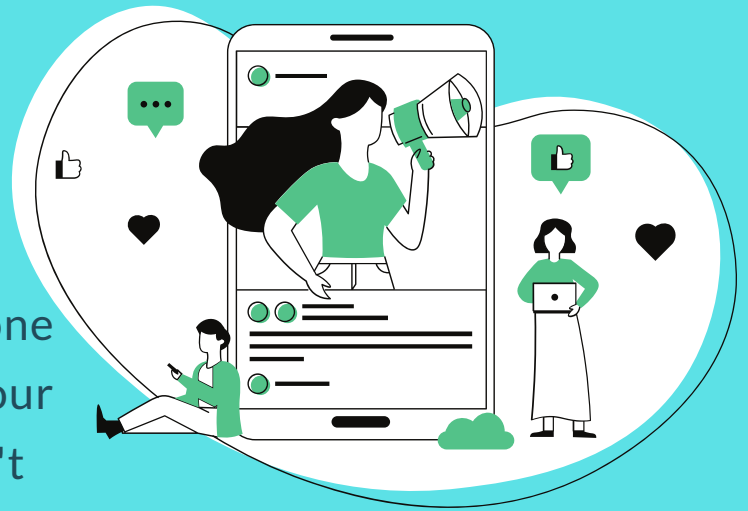


5. FIND YOUR NICHE

Finding a niche is usually a complicated process for everyone, so remember always play to your strengths! Find something that you are very good at, and you enjoy doing it. For example, if you are a drama actor and you speak different languages, your niche might be all about re-acting famous scenes in different languages. If you are a singer and work as a nanny to pay your bills, your niche might be about singing lullabies. Be creative and do not be afraid of trying new options.

6. REPURPOSE YOUR CONTENT

You do not have to create a different post for every single platform; instead, you can make one single post and share it all over your social media, but be wise and don't spam your content everywhere.



7. TIDY UP YOUR ACCOUNTS

Make sure your professional accounts don't have something you don't want people in the Industry to see or know about you. So, go ahead and archive your posts, photos, videos that you think will not fit with your artistic career.



8. MAKE RELATIONSHIPS!

Start to interact with other actors and performers' posts creating profitable content. Do not just comment using emoji, but try to give them valuable, friendly and positive feedback. Remember, they are called social media for a reason, so BE SOCIAL!