Getting Started and Promotional Ideas

Remember the goal of Theatre in Our Schools (TIOS) Month: to raise public awareness of the powerful impact theatre education has on students and to draw attention to the need for quality theatre education programs for all students. Here are ways to make a positive difference:

STEP 1: GET ORGANIZED!

- **Create an Event Calendar**

  Plan your activities ahead of time. See Step 3 (below) for ideas. Choose as few or as many as fit within your program.

- **Assign Responsibilities**

  People love to be asked to join! Consider these roles:

  - ***Social media manager*** to recruit a team to post regular reminders of the value of theatre education and encourage others to advocate
  - ***Sign makers*** to create banners/posters and hang them
  - ***Marketers*** who find places to insert or hang TIOS flyers and posters with information about your theatre program
  - ***Journalists/Storytellers*** who gather community leaders' stories about their theatre experiences that you can then share on social media as living proof of the value of theatre education. Even a simple quote from a respected community member is powerful!

STEP 2: PROMOTE ON SOCIAL MEDIA

- **Share Your Own TIOS Information Throughout the Month**

  Use #TheatreInOurSchools or simply share our posts!

  - Follow us on Instagram: @thespiansociety
  - Like us on Facebook: @schooltheatre

- **Link to a Video or Blog**
  - Simply and honestly say how your theatre experiences have improved your life.
  - Keep your story short with a clear message.
    - For a blog, 200-300 words is enough.
    - For a video: 30 seconds-1 minute max.

- **Suggested Prompts**

  Consider these for your social posts, videos, and blogs:

  - Theatre gives me hope because I can _____ .
  - I am more successful in all my efforts because theatre has taught me to _____.
  - The most important thing I have learned from my theatre teacher is _____.
  - My theatre teacher inspires me to _____.
  - Our community is better because of how theatre brings us together. (provide example)
  - I have seen theatre make a positive difference in the lives of my classmates by _____.

STEP 3: MAKE AN IMPACT

These ideas are from the TIOS Outstanding Impact Award Score Sheet, so be sure to validate your efforts and submit your application for the award after TIOS month!

- **In Your School**

  Make an impact in your school using a combination of announcements, displays, and/or special presentations and outreach.

- **Within Your School District and Community**

  Make an impact in your community and/or school district through a combination of visiting other schools or inviting them to visit yours or by conducting special presentations at venues throughout your community, outside of school (such as libraries, retail spaces, public spaces, etc.).

- **In Local Media**

  Make an impact within your community, including the media, by having your activities covered by local newspapers, radio, or television outlets, or by having letters to the editor published by a print or online publication.

- **With Policy Makers**

  Make an impact with elected officials or other policy or rule-makers, such as school board members, town officials, or elected representatives in order to offer information, messages, or presentations about the value of theatre in our schools.