

LX Social Media Guidelines

Roles & Responsibilities:

Social Media Manager (SMM) – Laura Bonner.

The SMM is the first port of call for all online content and has final sign off on posts on any social media. The SMM can delegate content creation to cast & crew, but materials must be submitted to the SMM for review before posting. Any content must be shared in HD, and filmed in HD or 4K for highest quality resolution.

The SMM will work with the Director of each show to create a 'brand pack' with set colours, fonts, themes and guidelines for each show, ensuring consistency and alignment with LX's identity.

The only other members who are able to post on LX social media accounts are Nick Cook-West, and Marc Cook-West.

If the SMM is unable to support during a show for any reasonable reason, they may delegate to a member of LX.

Director – Show Specific

The director will meet with the SMM prior or during the early rehearsal period to agree brand guidelines for the show. The meeting may be virtual, in person or via message. The director is encouraged to share ideas and thoughts for social media, to be discussed with the SMM.

The director must provide the following information in writing to the SMM:

- Cast information (correct spelling must be confirmed)
- Show information (dates, times, title, author)
- Show description & highlights to be shared.
- Any show specific details

This collaboration will ensure any social media material is consistent and aligned with the show & LX's vision.

Content Creators – Any cast/crew specified

Cast and crew creating content or taking photos must ensure all images and videos are captured in 4K or HD and submitted to the Social Media Manager for review and should not be posted directly on personal accounts (unless agreed by the SMM or Director). Low-quality or unsuitable content will not be used.

The cast & crew are encouraged to share ideas and thoughts for social media, to be discussed with the SMM & director.

Trustees of LX

The Trustees of LX hold overall authority regarding all promotional, branding, and social media activity connected to the group. They may request changes, additions, or removal of any content, guidelines, or materials at any time. Their decisions take precedence over all other roles to ensure LX's reputation, values, and long-term vision are upheld.

Guidelines for Social Media content

Quality – all photos/videos must be shot in HD or 4K. When content is being shared, ensure to share in highest definition.

Format – photos should aim to be at face level with the cast of the show. In Fleetdown this may mean holding the camera above your head, or climbing on a ladder to ensure the best photo.

Range – a range of full stage photos, and close ups should be taken. A range of portrait and landscape photos should be taken.

Sound – when recording video with sound, ensure background noise is kept to a minimum, and the face of the speaker can clearly be seen for accessibility.

Videos – movement is proven to show up well in videos, when filming scenes prioritise those with movement across the stage where possible.

Text – if wanting to add text to a photo/video ensure it is the same font as in the brand pack to align with design.

Ticketsource - all posts must include the link to ticketsource to enable easy purchase

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