

# MAMMA MIA!

## SOCIAL MEDIA GUIDE

### DESCRIPTION

ABBA's hits tell the hilarious story of a young woman's search for her birth father. This sunny and funny tale unfolds on a Greek island paradise. On the eve of her wedding, a daughter's quest to discover the identity of her father brings three men from her mother's past back to the island they last visited 20 years ago.

The story-telling magic of ABBA's timeless songs propels this enchanting tale of love, laughter and friendship, creating an unforgettable show. A large cast, non-stop laughs, and explosive dance numbers combine to make *Mamma Mia!* a guaranteed smash hit for any theatre. A mother. A daughter. Three possible dads. And a trip down the aisle you'll never forget!

### OVERVIEW

Rated PG-13

2 Acts

Roles: 13 + Ensemble

### CREDITS

Book by **Catherine Johnson**

Music & Lyrics by **Björn Ulvaeus**

Music and Lyrics by **Benny Andersson**

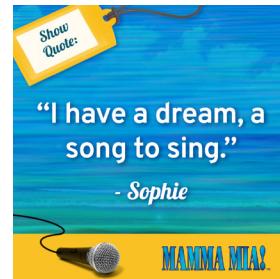
### SOCIAL MEDIA IMAGES

We've prepared a variety of Marketing Assets appropriate across all social media platforms! There are both customizable and shareable ready-to-go options with details outlined below.

#### CUSTOMIZABLE



#### READY TO POST



#### Show Title Artwork

Formatted for a Facebook cover, horizontal post image, and square post image

#### Important Days

Let your cast and audience know about auditions, rehearsals, and opening night.

#### Meet the Cast

Introduce each cast member individually or in groups with these two templates.

#### Custom Messages

Use this template for all custom messages.

#### Show Photos

Share rehearsal photos along the way.

#### Show Quotes

Lines from the show that encompass what *Mamma Mia!* is all about!

#### Fun Facts

Engage your audience with interesting facts and trivia.

#### Finish the Lyric

Invite your audience to finish the lyrics from popular songs performed in the show.

**NOTE:** All customizable images are provided as editable Photoshop documents (PSD). To customize these images, you will need to use graphics editing software such as Adobe Photoshop. Please install the fonts provided in the \_FONTS folder before editing the customizable Photoshop documents. For information on installing fonts, please visit <https://www.subplotstudio.com/fonts>.

### SOCIAL MEDIA DO'S AND DON'TS

The suggestions below on utilizing filmed footage of a rehearsal and/or performance are completely dependent on the availability and licensing of MTI's *Video License* for your musical. Please confirm with your contract or MTI Representative to ensure that you have licensed and understand the terms of MTI's *Video License*.

## DO

**DO** share experiences of your rehearsals with pictures, videos, etc.

**DO** use "stories" features to showcase some rehearsal footage. Give people the inside scoop!

**DO** create your own social media account with a good username like:

@ValleyHSDrama  
@ValleyHighTheatre  
@VHS\_Theatre

## DON'T

**DON'T** clog everyone's newsfeed. Make sure to post, but don't overwhelm your followers with too much content.

**DON'T** present anything that isn't polished. Rehearsal videos are meant to show the process, but make sure it's something that will get audiences excited!

**DON'T** forget to use hashtags so that people can easily find and share your posts!

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### SOCIAL MEDIA POST SCHEDULE

We've equipped you with top-notch, ready-to-go posts. Now, follow the calendar we've provided below for perfect posting suggestions.

#### WEEK 1

Auditions

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Callbacks

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Cast List

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#### WEEK 2

First Rehearsal

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Full Cast Photo

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Show Quote

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Fun Fact

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#### WEEK 3

Show Quote

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Finish the Lyric

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Fun Fact

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#### WEEK 4

Show Artwork

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Show Quote

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Finish the Lyric

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Rehearsal Photo

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#### WEEK 5

Tickets On Sale

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Show Quote

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Finish the Lyric

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#### WEEK 6

Meet the Cast

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Meet the Cast

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Meet the Cast

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Fun Fact

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#### WEEK 7

Meet the Cast

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Meet the Cast

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Finish the Lyric

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10 Days

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Fun Fact

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#### WEEK 8

Meet the Cast

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Meet the Cast

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5 Days

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Tickets Going Fast

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#### WEEK 9

3 Days

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2 Days

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1 Day

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Opening Night

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Last Chance

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Closing Night

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