

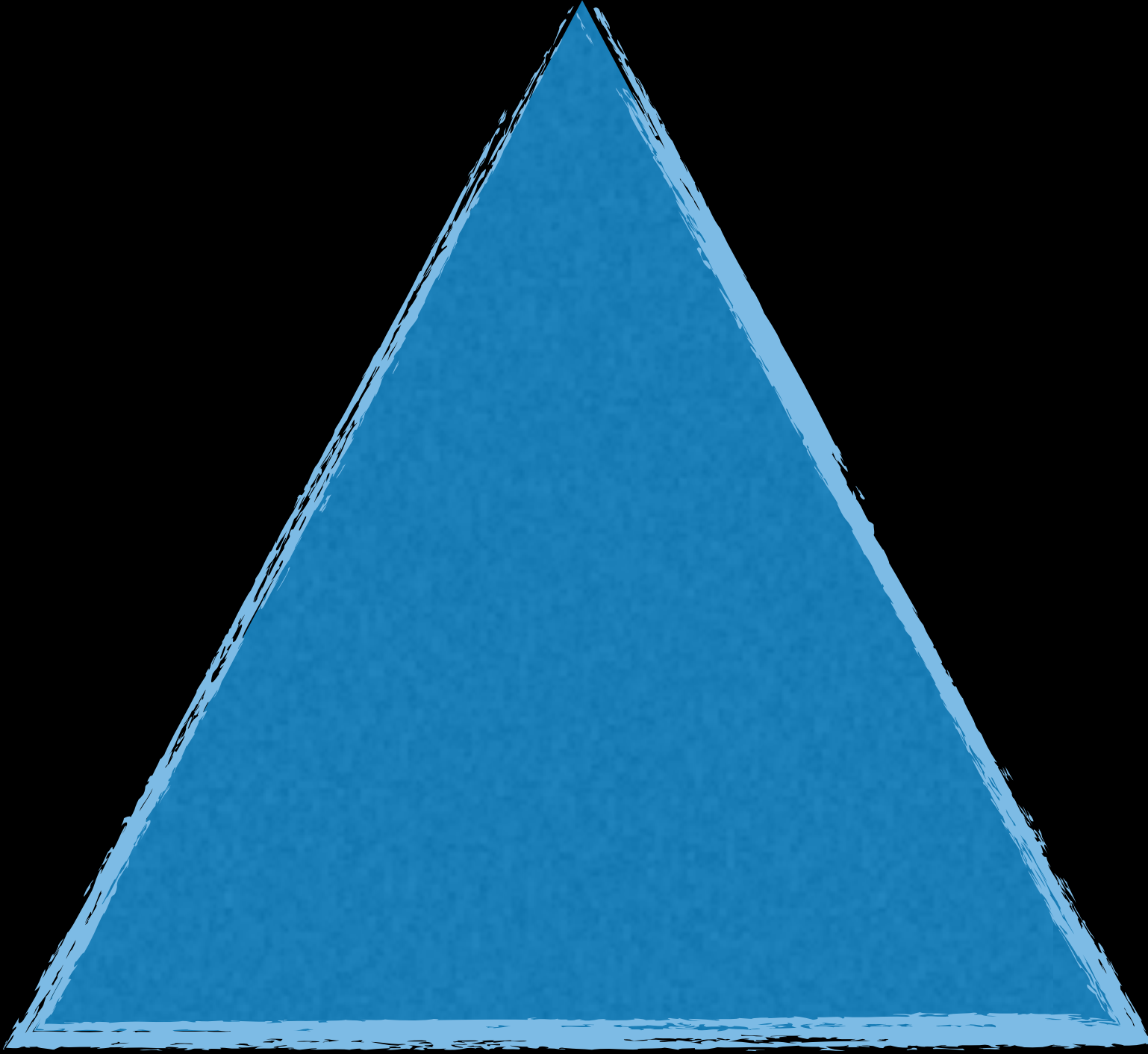
# Der Kleine Prinz/The Little Prince

Social Media Audit - Facebook + IG

## Benefits for the brand DKP

- Auditing Social Media Profiles on FB & IG
- Identifying aspects to improve
- Providing actionable recommendations

Business Goal:  
- Raise the awareness  
- Sell tickets to Berlin shows  
- Convert the following we have and gain into sales



Brand Goal:  
Become an established series of events in Berlin

User Goal:  
Find and become familiar with an event that's both entertaining and spiritually stimulating, widening the horizons and providing a pleasant experience while attending to

Social Media  
Purpose

## Key Follower takeaways:

### Facebook:

721 Followers on Facebook in total  
84% women, 16% men

Most of women 35-44 years of age, followed by 45-54 years and 25-34  
Most of men 35-44, followed by 25-34 and 45-54

### Biggest city:

Sydney, NSW, Australia - any particular reason for that? 36.1% of the following is from there

1.1% Facebook Followers are from Berlin - which is a good start. Need to attract more Followers.

## Key Follower takeaways:

### Instagram:

1,494 Followers on Instagram in total  
79.5% women, 20.5% men

Most of women 25-34 years of age, followed by 35-44, 45-54, 18-24 and 55-64  
Most of men 25-34, followed by 35-44, 45-54, 18-24, and 55-64 (gender breakdown is mirrored)

### Biggest city:

Istanbul, Turkey - any particular reason? 11% of audience from there.

Berlin is third biggest city, 6.8% of audience, so a good start.

## **Content recommendations that engage Female Audiences in particular, based on industry research:**

### **- Personalised and Authentic Content:**

Women tend to respond well to personalised and authentic content: behind-the-scenes glimpses, personal stories from cast and crew, and real-life happenings associated with the show. That type of content helps in building a personal connection and fosters a sense of intimacy and trust with the audience that, based on the research, would be largely guided by female decision-makers.

### **- Visual Content and Videos:**

Visual content, especially videos, are particularly engaging - women are likely to respond positively to engaging video content that includes behind-the-scenes footage, rehearsal clips, and interviews with cast members. Videos that incorporate movement and music can capture attention more effectively than still images.

### **- Interactive and Engaging Posts:**

Interactive content such as polls, Q&A sessions, and live streams can significantly enhance engagement; these formats allow for real-time interaction, making the audience feel involved and valued. Women are more likely to engage with content that invites their participation and feedback.

## **Content recommendations that engage Female Audiences in particular, based on industry research:**

### **- Emotional and Inspirational Stories:**

Sharing emotional and inspirational stories related to the productions or the personal journeys of the cast and crew can resonate deeply. Content that evokes emotions and showcases the human side of the theatre can create a strong connection with female audiences.

### **- Focus on Community and Connection:**

Women often use social media to build and maintain relationships. Content that fosters a sense of community, such as posts highlighting community involvement, partnerships, and audience experiences, can be particularly appealing. Encouraging user-generated content, such as asking audience members to share their experiences or memories of past shows, can also enhance engagement.

### **- Brand Consistency and Recognition:**

Maintaining a consistent brand presence across all social media platforms is crucial. Consistent visuals, themes, and messaging help in creating a recognizable and trustworthy brand. This can lead to higher engagement as followers can easily identify and connect with the theatre's social media posts.



# The Little Prince

BASED ON THE BOOK OF ANTOINE DE SAINT-EXUPÉRY  
© EDITIONS GALLIMARD, 1945



## The Little Prince Tour

568 likes · 720 followers

Message Like Search

Posts About Mentions Reviews Reels Photos More

### Intro

The Official Facebook Page  
Produced by @BroadwayEntertainmentGroup  
[www.thelittleprincetour.com](http://www.thelittleprincetour.com)

- Page · Theatrical play
- Bookings@broadwayentertainmentgroup.com
- thelittleprincetour
- thelittleprincetour.com

Promote Website

### Manage Page on Meta Business Suite

Create Ad View Insights

### Posts

Filters

The Little Prince Tour  
2 August at 09:07

Welcome to The Little Prince tour 📍 LUXEMBOURG !  
Antoine de Saint-Exupéry's timeless masterpiece, "The Little Prince," has continued to captivate hearts worldwide for over 80 years. With translations into more than 300 languages and dialects, and an estimated 250 million copies sold, it remains one of the best-selling and most widely

Adjust with the German-language version of the artwork for language consistency



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Change to the <https://www.thelittleprincetour.eu/berlin/page>, to minimise friction, maximise traction and remove extra hoops to jump through.

Let people get to the Berlin tickets website immediately without necessary extra clicks and figuring things out.



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Is anyone monitoring the email address?

If so, what is happening, are we getting a lot of questions?

Are there media enquiries coming through, perhaps from Germany?

This might also be an opportunity to land extra coverage and increase awareness as people would look for socials related to the show and use the email address listed to get in touch with questions about ticketing, accessibility, whether the show is child-friendly, interview opportunities etc.

Crucial to keep an eye out on the email and respond within 24h over the next 4-5 weeks

**The Little Prince Tour**  
2 August at 09:07 · 🌐

Welcome to The Little Prince tour 🇱🇺 LUXEMBOURG !

Antoine de Saint-Exupéry's timeless masterpiece, "The Little Prince," has continued to captivate hearts worldwide for over 80 years. With translations into more than 300 languages and dialects, and an estimated 250 million copies sold, it remains one of the best-selling and most widely translated books ever written!

@thelittleprincetour  
@lestheatresvdl  
#thelittleprince



Boost this post to reach up to 4169 more people daily if you spend £14.

**Boost post**

8

1 comment 4 shares

Like Comment Copy Share

**Brigitte Beaumont**  
Hâte de vous revoir 🥰🥰🥰

**The Little Prince Tour**  
25 July at 04:56 · 🌐

The Little Prince Tour is thrilled to Announce 🇮🇳 MUMBAI @nmacc.india An Extraordinary Adventure Awaits!

#thelittleprince  
#thelittleprincetour  
#antoinedesaintexupéry



**The Little Prince Tour**  
4 July · 🌐

Happy Extraordinary Opening @thelittleprincetour 🇮🇳 Graz, Austria ! @oper\_graz

#thelittleprincetour  
#thelittleprince  
#derkleinprinz

Boost this post to reach up to 4169 more people daily if you spend £14.

6

Like Comment

Comment as Dynamitri Joachim Nawrot

You're commenting as Dynamitri Joachim Nawrot. To interact as The Little Prince Tour, go to Meta Business Suite.



Boost this post to reach up to 2388 more people daily if you spend £14.

**Boost post**

3

Like Comment Copy Share

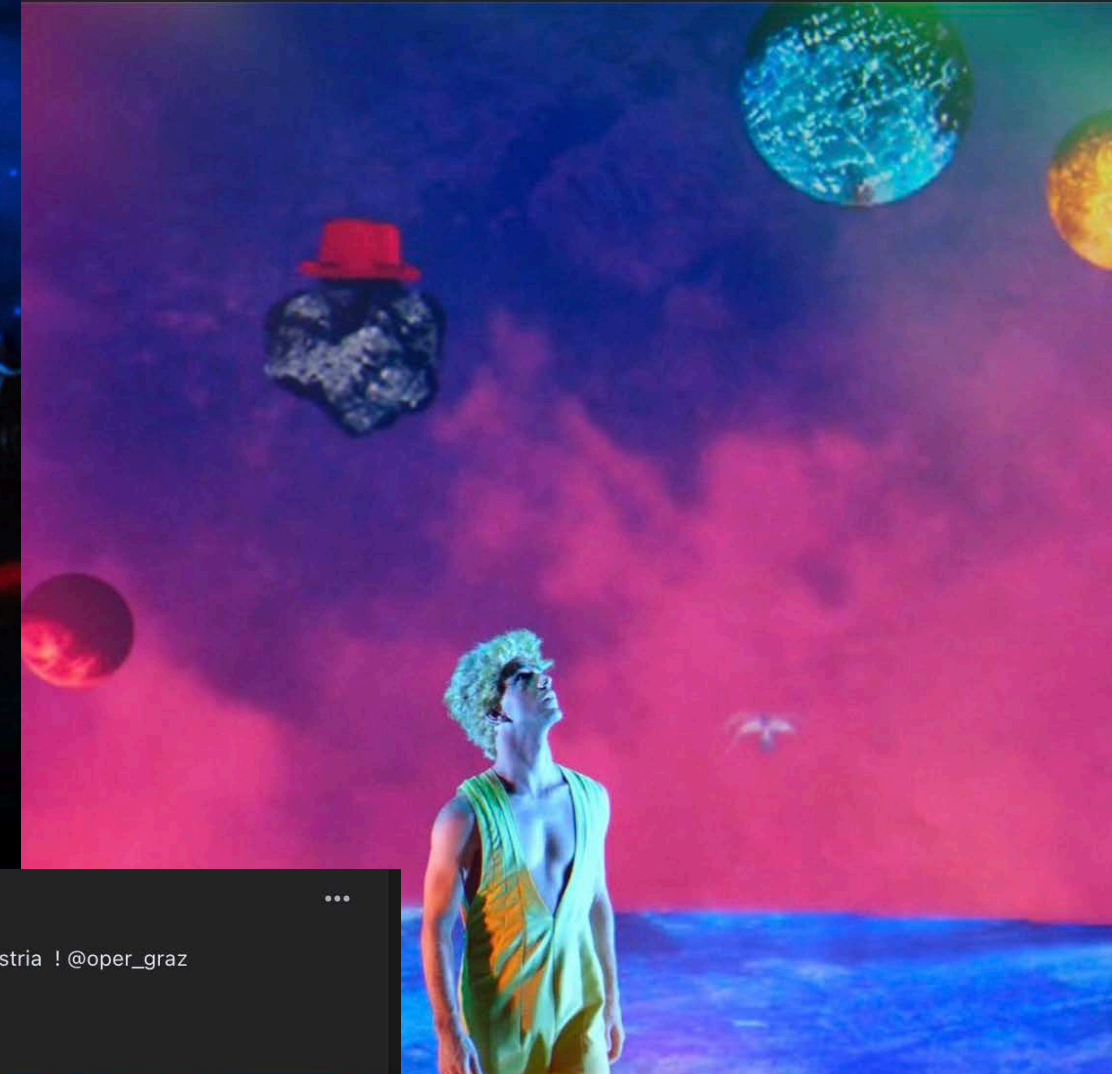
**The Little Prince Tour**  
3 July · 🌐

Previews in 🇮🇳 Graz, Austria ! @thelittleprincetour

@oper\_graz »Das Wesentliche ist für die Augen unsichtbar.« 🌹🌹🌹 "Der kleine Prinz", produziert von der Broadway Entertainment Group, erwacht in einem zauberhaften, erstklassigen Bühnenstück zum Leben.

Von 3. bis 14. Juli 2024 zu Gast in der Oper Graz!

#L... See more



**The Little Prince Tour**  
5 July · 🌐

Der kleine Prinz opens in Graz 🌟 @oper\_graz to a magical audience 🌹🌹🌹

Nach ausverkauften Aufführungen in Paris, Sydney, Dubai und einer Saison am Broadway kommt die atemberaubende Adaption der französischen Nouvelle Der kleine Prinz (Le Petit Prince), die im Vorjahr den 80. Jahrestag ihrer Erstveröffentlichung feiert und eines der meistverkauften und meistübersetzten Bücher aller Zeiten ist, im Juli 2024 a die Oper Graz.

Commer



Boost this post to reach up to 4169 more people daily if you spend £14.

**Boost post**

11

9 comments 2 shares

Like Comment Copy Share

Based on Antoine de Saint-Exupéry's timeless masterpiece, see The Little Prince @oper\_graz until July 14 🌟

"Zart und herzwinnend"  
"Tender and heart-winning"  
-Die Kleine Zeitung... See more



Boost this post to reach up to 4169 more people daily if you spend £14.

**Boost post**

10

Like Comment Copy Share

Comment as Dynamitri Joachim Nawrot

You're commenting as Dynamitri Joachim Nawrot. To interact as The Little Prince Tour, go to Meta Business Suite.

Low activity on Facebook Page - only 6 posts from early July to now, with one of them already in early August

Need way more activity - ideally short videos/Reels, as those are prioritised by algorithm. Cut down on still images, as they are deprioritised by the algorithm and on average have lower shareability, engagement and reach.

3-4 x a week in the run-up to the start of the Berlin shows, no Instagram crossposts - just organic, Facebook posts, ideally in German, too.

Thumbnails on videos ideally need to be brighter, not that dark as many of them are: vivid colours/bright lights make the content more noticeable and eye-catching, resulting in higher engagement

It's also treated better and prioritised by the algorithms.

**Martina Gruber**  
 Leider nicht sehr kindertauglich 😞 französische Sprecherin könnte durch eine deutschsprachige ersetzt werden.  
 Sonst muss man alle Untertitel vorlesen...  
 Schöne Effekte und Musik...aber im großen eher fad ...

4 w Like Reply

**Tina Unterberg**  
**Martina Gruber** Meiner 4-jährigen haben wir vorher das Buch vorgelesen und mit ihr besprochen. Am Balkon auf meinem Schoß konnte sie gut folgen und offene Fragen wurden besprochen. Es hat uns beiden sehr gut gefallen und es war ein sehr positives erstes Opernerlebnis für sie. Es war wunderschön und sehr rührend.

4 w Like Reply


**Mar Got**  
 Chris Mouron (als Co Regisseurin) , kann meiner Meinung nach, als Erzählerin, nicht ersetzt werden.. Sie macht alles zu einer magisch erzählten Geschichte.. Diese Aufführungen sind nicht für (kleine) Kinder passend.. Es war von vorne herein klar , dass es in Originalsprache abgehalten wird...

4 w Like Reply Edited 2 👍

**Bernd Hellmund**  
**Mar Got** so klar war es nicht mit der französischen Sprache , beim Kauf der Karten kein einziger Hinweis das die Vorführung in französisch ist und in der ersten Reihe A war es unmöglich die Texte ohne Genickstarre zu lesen !

3 w Like Reply

**Mar Got**  
**Bernd Hellmund** noch klarer ging es nicht.. Offizielle Seite der Bühne Graz..



3 w Like Reply 👍

**Bernd Hellmund**  
**Mar Got** bei sämtlichen Ticketverkäufern wie Öticket oder Ticket Austria wurde dies leider nirgends erwähnt

3 w Like Reply 👍

**Mar Got**  
**Bernd Hellmund** dort konnte es auch nicht stehen, weil man dort die Karten nicht kaufen kann /konnte. Auf Ö ticket sind nur die Karten für das Musical

Several posts, e.g.

<https://www.facebook.com/TheLittlePrinceTour/posts/pfbid02SXkCk6xynSdEUB2pQkC42uaJehfV8C7qHRgPtgQ9emkZfHors2TynX2DK9SrsDq8l> have comments that remain unanswered.

Recommendation would be to get engaged and answer any questions - especially those in German might be coming from either the audience members potentially interested in the Berlin show, or users in Austria where the show was recently, who have connections (Friends, Family Members) who would be interested in seeing the show in Berlin and could act as 'Brand Ambassadors'.

Similar case would/could be for Luxembourg, that is also partially German-speaking

Comments should ideally be answered to within 24h.

As a side win, this also helps with resurfacing the content in people's Feeds and signals to the algorithm that this is an active post that's worth bringing back rather than sunseting and extinguishing it.




Academic research and practical analysis both indicate inactive Facebook pages can drive people away and reduce engagement.

According to a study published in *Internet Research*, the framing of messages and consistent engagement on Facebook pages are critical to maintaining user interest and participation. The study found that positively and negatively framed comments tend to increase engagement, while inactivity or poorly framed content can lead to a decline in user interaction.

[LINK]


Additionally, practical guides emphasize the negative impact of inactivity on social media platforms. An article from Post Planner highlights that not posting regularly can cause fans to forget about your brand, making it harder to re-engage them later. Consistent interaction and posting are essential to keeping the audience engaged and maintaining their interest. [LINK]

Furthermore, Weidert Group suggests that inactive pages not only fail to attract new followers but also risk losing the existing audience. They recommend regularly updating and engaging with followers to leverage the full potential of social media platforms. Without regular updates, the perceived value of the page diminishes, making it less likely for users to engage with the content. [LINK]

 **Michaela Grabner**  doesn't recommend **The Little Prince Tour**.  
10 July at 16:27 · 

Entweder bin ich ein Kunstbanause und kenne mich nicht aus, aber ich habe noch nie eine Aufführung in der Pause verlassen, um solch eine für mich schlechte Inszenierung weiter ansehen zu müssen... Geschmäcker sind gsd verschieden, aber ich hatte mir viel mehr erwartet. Die 160€ für die Karten hätte ich lieber auf Spanien setzen sollen, das Fussballspiel war da wesentlich interessanter ....  
Für mich leider nicht zu empfehlen

 1

 Like

 Comment

 Copy

 Share



Comment as Dynamitri Joachim Nawrot



Negative review as the only one, has been there for 3 weeks approximately - most likely from an Austrian visitor.

This has not been responded to and might have been driving people away - especially as we are dealing with German-speaking audience and this is a German-speaking review.

This requires an immediate response and taking stance, or switching off reviews entirely and removing them as an option in order to minimise potential, negative backlash along with avoiding people being driven away.

## Returning viewers

A week-by-week look at how many of your 1-minute viewers go on to become returning viewers. Metrics are estimated.



### Summary

0% of your viewers in the week of 7 Jul - 13 Jul returned from the previous week. That's the highest percentage of returning viewers that you've had in 5 weeks.



Returning viewers are stagnant and have been for a few good weeks - this might be because the content was not landing well with the audience, a video was not pinned at the top of the Page, and Page was, on the average, not active.

Recommendations would be to pin a relevant video about the Berlin shows at the top of the Page and maintain an active Page.

Some recommendations for the content that we could utilise over the next few weeks, would be:

- Prep videos
- Time-lapse clips
- Showing the set being built
- Costume design sessions or just showcasing the wardrobe/costumes
- Makeup transformations
- Cast introductions - this can be done e.g. with images turned into 'slideshows', for algorithmic purposes this is a video already and getting extra push
- Polls
- Questions
- Quizzes
- Quote Posts
- Talking about the venue
- Countdown posts/videos
- Interview(s) with set designers, creative designers, producer(s), directors, composers of music...



thelittleprincetour

Follow

Message



150 posts

1,495 followers

48 following

The Little Prince Tour

Arts & entertainment

The Official Instagram Account for #TheLittlePrince international touring production

✨ Sofia ✨ Dubai ✨ ... more

[www.thelittleprincetour.com](http://www.thelittleprincetour.com) + 1



TOURS



SHOW



2023-2024



SYDNEY



CAST



BROADWAY



PARIS

Similar to Facebook guidance, it might be beneficial to switch to:

- the German logo
- German copy
- Bring forward the Berlin show in the Bio
- Link to the website directly on the Berlin show landing page

- Only 10 Reels have been posted this year
- 12 posts since the beginning of June (~9 weeks), that's about 1 post per week and an occasional second post/week every third week. As with Facebook, the posting frequency needs to be amplified - recommended would be 2-3x per week, ideally Reels as they get more edge over still images.

Still images can be turned into pseudo-videos with editing software - perhaps something worth considering



Quite a few thumbnails are rather dark, meaning they are all non-inviting, non-noticeable and downranked/deprioritised by algorithms.

Research shows that full-colour/vivid-colour/colourful images are helpful with engaging people and arousing curiosity.

It would be recommended to focus on colourful shots, that show how interesting the show is, the variety of costumes, scenography etc.



**thelittleprincetour** Der kleine Prinz opens in Graz ✨  
@oper\_graz to a magical audience 🌹🌹🌹

Nach ausverkauften Aufführungen in Paris, Sydney, Dubai und einer Saison am Broadway kommt die atemberaubende Adaption der französischen Nouvelle Der kleine Prinz (Le Petit Prince), die im Vorjahr den 80. Jahrestag ihrer Erstveröffentlichung feiert und eines der meistverkauften und meistübersetzten Bücher aller Zeiten ist, im Juli 2024 a die Oper Graz.

4w See translation



**szym89** 91€ in der mittleren Preiskategorie für 90min Netto Spielzeit fand ich für das, was geboten wurde, ziemlich arg überteuert. Vorstellung endete zudem noch 10min früher als angekündigt.. Bei so einem kleinen Ensemble, projiziertem Bühnenbild, mäßiger Tonqualität und jetzt auch nicht bahnbrechender Akrobatik eher unverständlich vom Preis her.

3w 2 likes Reply See translation



**lulu\_rabz** Gibt auch in Wien?

4w Reply



Communication needs to be streamlined in terms of languages.

“Der Kleine Prinz opens in Graz” - it has to be in German, especially as it’s followed by a media blurb in German.

About 56% Germans speak fluent/communicative English, however we are dealing with a show that’s in French with local subtitles so need to reduce the language mix-up and make the comms straightforward and immediately understandable, rather than adding extra layers for people to process.

# CONTACT DETAILS:

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