



Publicity Guide 2026/7

**A guide for directors to enable the
marketing and promotion of your show**

**Thanks for taking the time to read this – it's
designed to help. Remember, the Publicity team is
here to help you – if you have any questions at all,
just email us on
comms@southlondontheatre.co.uk**



WORKING WITH THE PUBLICITY TEAM

The team at SLT does a whole host of work to help promote your production - from auditions through to performances.

- We manage all the production information on our website to make sure it is accurate and a great place for people to find out what's on and what they can get involved with.
- We run a fortnightly newsletter that goes out to our database of over 2000 email subscribers, as well as ad hoc Member Updates
- We use Instagram, Facebook, Bluesky and X to promote productions, as well as news about the theatre, the Youth group and much more.
- We produce flyers to promote all our productions throughout the year and distribute these locally.
- We print and distribute posters in the local area in advance of all our productions.

There are a number of things we'll need from you to help publicise your show. You're also very welcome to introduce ideas of your own - local radio interviews, for example, or podcasts - but please just run them by the Publicity team first so that we know what's being done. First things first - it all starts with:

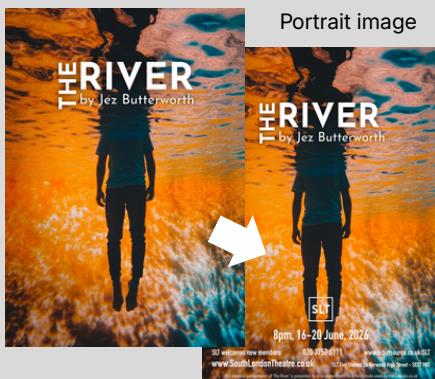
YOUR SHOW'S PUBLICITY IDENTITY

At SLT, it's your responsibility to commission and brief the core publicity design image for your show, so you have creative control over it and can be happy that it represents your production. We need your image in landscape and portrait aspect.

Landscape image



Portrait image



You're free to design the artwork or use copyright free imagery. The title and name-of-the-author graphics can also follow your scheme, but the SLT logo and all other details are to a set template to ensure retention of a house style. You may therefore choose to simply provide the images with only title/author detail. Apart from the performance dates and times, the one variable bit of wording you need to supply is the credit for the licence - you can confirm what this should be with our Theatre Committee, but it will be along the lines of:

This amateur production of "*Your show title*" is presented by arrangement with "rights house"

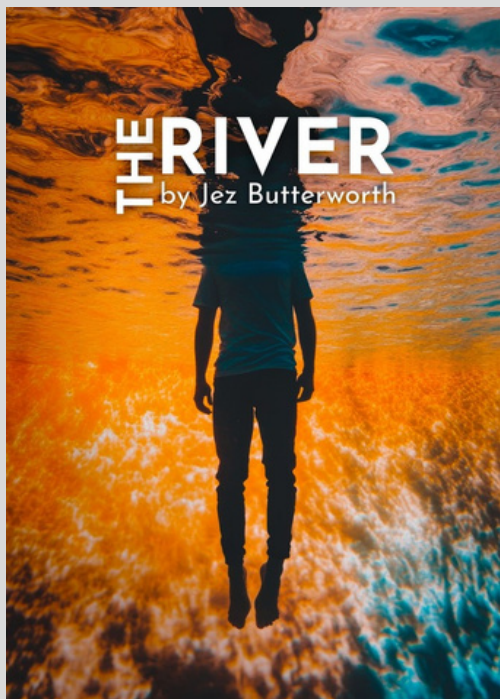
You can use whoever you like to design the artwork, (they don't have to be a member) but no fee is payable, and the artwork must be approved by the Publicity team. If you need some help finding a designer, please drop us a line at comms@southlondontheatre.co.uk and we'll help you. We try to work a minimum of two months ahead of your show for printing of posters and flyers, but please submit your designs within 4 weeks of the season announcement to illustrate our upcoming season page on the website, and to be ready in time for your audition notice. Please remember to credit the poster designer in your programme.

FORMATS

The artwork is important for selling your show. Its first uses are to announce your show and auditions digitally on our website and social media. Only later will it become a poster and other physical printed materials, including flyers and programmes. As such it's important that your principal image does NOT have a fixed and dominant portrait or indeed landscape aspect, which might prevent the design being translated across all formats; it needs to be flexible.

Any imagery you use must be royalty-free - SLT can't pay any licensing costs for images. If you can provide the following variants as layered files, (with title and author as editable layers or provide these elements separately) that's really helpful should tweaks be needed to fit the various formats. We will add the necessary show details templated text and dates at the bottom of the design for the poster, auditions notice and programme.

- **A squarish aspect version:** Artwork/title/author only 1298w x 1088h px - this is the first variant we will require, for the show's announcement on our season page.
- **A portrait aspect version:** Artwork/title/author only A1 print-ready plus a lower resolution version for online, less than 2MB) Canva template [here](#).
- **A landscape aspect version** - Artwork/title/author only - 1200w x 911h px



Please don't add any kind of sectioning or border to your design. Our house style is full-bleed artwork. Your designer also needs to make sure sufficient print bleed (at least 3mm) is allowed for at the edge, so keep your title and author text well clear of edges.

Little Women

The Broadway Musical

Book by
N KNEE

Music by
JASON HOWLAND

Lyrics by
MINDI DICKSTEIN

Based on the novel by Louisa May Alcott

A1 / A3 Poster example

1298w x 1088h pixels for
the Upcoming Shows page



1200w x 911h pixels
for news posts



AUDITIONS

The Publicity Team will post auditions on the SLT website as well as setting up Facebook events for them. Theatre Committee will provide you with an online form showing the information we need, including a list of characters and any specific characteristics (such as age or gender) or skills (like singing or dancing) that you need.

It's good not to be too narrow in what you are looking for, so try and make sure these are essential to the production - you'll get a wider choice the more open you keep things. We encourage our directors to be blind to gender, age and race where it isn't essential to the story. We'll also need a couple of short paragraphs about the play, but try not to give anything away!

Please send us audition information (Theatre Committee will email you about this) as soon as possible, so we promote them in plenty of time - we should allow a minimum publication date of 2 weeks ahead of the auditions themselves, preferably longer, so let us have your content at least 3 weeks ahead of time. We'll also need your show publicity identity design or at very least a holding image to use - this can be the script cover if absolutely necessary. Send it through to comms@southlondontheatre.co.uk

CASTING ANNOUNCEMENT

When you've cast your show, please don't leak it to anyone outside the production or Theatre Committee, and make sure your cast and crew keep tight-lipped until the official announcement. It's much better to get a buzz started from the get-go. Send all the details over to comms@southlondontheatre.co.uk, including:

- Names of the cast members (do make sure to check that it's the name/ spelling they want to use)
- The characters each is playing (unless the production isn't that straightforward, in which case let us know that you'd prefer just to announce "company" or "ensemble")
- A 4:5 ratio headshot for each cast member - this doesn't have to be professionally shot, just make sure that it's a reasonably close up head and shoulders image against a plain background so that it can also be used in the programme later. We'll use these all colour or all black and white, but not a mix of both.
 - Use <https://croppola.com> to crop your shots to 4:5 as necessary
 - Upload your photo, click Instagram Portrait in the aspect ratio box
 - Drag crop area as required and download
- A short paragraph about casting your show - this is the start of getting people excited about coming to see it, so use the opportunity to sell it. Please make sure you copy membership@southlondontheatre.co.uk into the email.
- We'll then publish an official announcement on the SLT website, after which you can spread the word far and wide. We'll push it out in our newsletters and social channels, so suggest you and your new cast to do the same.
- Please make sure each of your cast members is/has become an SLT member before we make the announcement.

PREVIEW

About four weeks before your show goes up, we'll email you with some questions for your Director's Preview. These will ask you about the play, your reasons for choosing it, and your experience of directing it. a link to this goes on our website home page.

We'll also need about six decent rehearsal photos to be interspersed with your responses, which show most if not all of your cast in action. These don't have to be professionally shot, but do:

- try to take them without clutter, excess chairs, bins or resting actors in the background
- take them where the actors are reasonably close together and not standing a distance apart
- try and get a few close-ups
- avoid submitting any which are poor quality, for example blurred hands in motion, or actors with scripts in hand

We'll publish the article on the website and link to it on socials and the newsletter. You and your cast are welcome to share it too.



SOCIAL MEDIA / VIDEO CONTENT

We will promote your show on our branded accounts across Instagram, our Facebook page, Twitter/X and BlueSky. Our key social media publicity milestones are:

- Audition notices
- Preview
 - Posted to Facebook as well as website
- Ad-hoc
 - Dress rehearsal photography with link to website Preview news post
 - "Coming Soon" "Book Now" and "Opens Tonight" posts simply featuring show poster

You may wish to supplement these to promote your show by producing video content. You may do this on your own social channels or in a specially created show channel on any platform, (we would suggest including your SLT show publicity identity and including SLT logos, which we can provide.) Here are some guidelines for producing content to be posted on SLT branded channels:

- As Instagram is the most prescriptive platform re the aspect ratios it uses to display content, we lead with 4:5 aspect ratio content and post that out to the other platforms.
- As such, it is incredibly useful if show photography has a good amount of shots in portrait aspect - even if they are of groups of performers.
- Should you wish to produce promotional video, the key for engagement on social media is to keep it short - clips less than 30 seconds rather than lengthy promotional films - and once again shot in portrait aspect or cropped to 4:5 ratio to fit across all platforms.
- Note that if you record show dialogue you may be restricted by your copyright licensing in terms of its production or length, so check with theatre committee before recording.
- Don't produce content reliant on sound - as many viewers may wish to digest it on mute. Add closed captions (subtitles where necessary)
- Keep to your show's visual identity, using consistent colours and fonts per your title and author
- Include performance dates and an SLT Logo (we can provide one)

PROGRAMMES

Well in advance of getting into the theatre for run-up week, we'll send you a form so you can provide information for the programme that we'll produce for show week. Please stick to the deadline given so that we can get the programmes to print on time. The latest day for any last-minute amendments is the day after your get-in. We'll ask you for:

- The full cast list and characters each plays.
- A short biography for each actor (length will vary by depending on the number of head shots, so we'll give you a word count. The cast can write their own in the 3rd person).
- The full crew list and jobs they are doing on the show.
- Any thanks you'd like to give beyond the cast and crew. (It's usually a nice idea to thank the volunteers who run the bar, box office and front of house for your show, along with anyone who helped or contributed along the way.)
- Approximate running time and setting of the play, along with whether there is an interval.
- Your introduction to the production. How you want to use this is up to you, but you have up to 200 words to set the scene, or tell us about the author, or why the play is important to you; pretty much anything you'd like to have the audience thinking about before they see your show.
- Your rehearsal photographs - depending on whether yours is an 8- or 12-page programme (determined by your cast size), we'll need up to 12 of these. It's good if these aren't a repetition of the ones appearing in your preview.

Please double check that not only are names spelled correctly, but also the name by which the person wants to be credited. The information from the programme is also transferred to the SLT Archive (Wiki), where every SLT member has an entry, so it's important to get it right.

PHOTOGRAPHY

It's especially important for us, for you and your cast to have a record of your show via photos taken, usually at a dress rehearsal either one or two days before your show goes up.

There are a number of people we can connect you to who can take your show photos, or you can use a contact of your own - they don't have to be a member. Please make sure you arrange this well in advance and ask your photographer to take plenty of portrait aspect shots of the cast in action – these really help us to be able to feature everyone in social media publicity

Phil Gammon maintains our photo archive

<http://www.photos.sltarchive.co.uk/> and he's often directors' go-to to take the photos. Whoever you use, we ask that they supply you with a few sample photos (no spoilers!) to share on socials on your first couple of show nights - you and your cast can share them too of course.

The full album should be shared with you by the photographer, and we ask that your selection of about 20 photos are forwarded to phil.gammon@southlondontheatre.co.uk to be uploaded to the archive.

EXAMPLES OF SHOW PHOTOGRAPHY

