

Promoting your event online at [www.eisemanncenter.com](http://www.eisemanncenter.com) and other digital spaces

## WEBSITE & DIGITAL SIGNS

The Eisemann Center website is responsive and accessible for information and/or purchases on any desktop, laptop, tablet or mobile phone. We want to promote your event as effectively as possible within the style parameters created by our Marketing team. Materials required for our digital signs are specified in item #4 below. Please send all of these items as soon as possible to the addresses shown below and your Event Services Manager.

- 1) Send us one or two high-resolution **HORIZONTAL** photos with some negative space at the top that we will resize to work with our site's responsive capabilities. Photos work better than graphic images. Events with photos are posted on the home page as their date gets closer. If you do not submit a photo, we will post a generic image of the appropriate venue for listing your event.
- 2) **Please do not send a photo with any type embedded into it or incorporated into the artwork.** Our website is ADA compliant and embedded type violates those rules. Your event name, date(s) and time(s) will all be included on the detail page. We are not able to use posters, flyers or anything that looks like an advertisement on our website.
- 3) Send us a one-two paragraph (at most) show description with the pertinent information about the guest artists, featured performers and any links to your website and/or the artist's site. Please include your performance date and copy your Event Services Manager.
- 4) **Day of show digital sign content** will include your logo and we request a high resolution (96 dpi) RGB screen image, formatted with the maximum size at 288 pixels by 288 pixels. The file should only contain your logo image. No date/time/event name/other information in the image, just the logo/mark. The reason for this is that we dynamically create most of the information from our booking software, so that information would be duplicated by our automatic template. The file should be .gif format for images that need transparency, and .jpg format for all other uses.
- 5) Please make sure that you like our Facebook page <https://www.facebook.com/EisemannCenter/> and follow our Twitter feed <https://twitter.com/EisemannCenter> and check in when you are here at the Eisemann Center to boost your social media engagement and ours. For engagement purposes, we recommend using TikTok and/or Instagram Reels. Please keep your videos to :15-3:0 seconds long and be sure to tag us so we can share it to our feed.

Send your website materials to [sarah.wagner@cor.gov](mailto:sarah.wagner@cor.gov) and please copy your Event Services Manager as well. Regarding #4, please send your logo for the digital signs to [pamela.polsky@cor.gov](mailto:pamela.polsky@cor.gov) in addition to the names mentioned above.

## BEST SOCIAL MEDIA PRACTICES

### **Instagram:**

Caption: up to 2,200 characters

Image format: .jpg or .png with a maximum file size: 30 MB

Square: (1:1 aspect ration) 600 x 600 pixels(minimum) 1936 x 1936 pixels (maximum)

Landscape: (1.91:1 aspect ration) 600 x 315 pixels (minimum)

Portrait: (4:5 aspect ration) 600 x 750 pixels (minimum)

**Instagram Stories:**

Dimensions : (9:16) 1080 px by 1920 px

**Instagram Reels & TikTok:**

Dimensions : (9:16) 1080 px by 1920 px

Duration: :15-:30 seconds recommended

**Twitter:**

Image Size: (16:9) 1200 px X 675 px

Maximum: 5MB for photos and animated GIFS

**Facebook Images:**

Square Photo: Minimum 154 x 154 px in feed

Square Photo: Minimum 116 x 116 px on page

**Best Social Media Practices:**

- To be featured on our Instagram and Facebook stories, tag @eisemanncenter on all images.
- Using #eisemanncenter will position your material on the fourth slide of our Instagram Page. If you would like us to repost something, please tag us @eisemanncenter.
- Load-in/out, rehearsals, and event marketing are all great ways to increase awareness of your event.

**VIRTUAL STREAMING INFORMATION:**

The Eisemann Center offers clients the ability to stream their performance both live and/or by Video on Demand (VoD), hosted on Amazon World Services (AWS) channels linked directly to our ticketing and website. Clients have the option of utilizing recording equipment available from the Eisemann Center. Equipment consists of two (2) static cameras and one (1) camera with pan, tilt and zoom capabilities. Operators for these cameras are an expense that will be added to your invoice.

To facilitate the recording of your performance we estimate it will take two (2) to three (3) hours for setup of the equipment and testing, and two (2) hours to strike following the performance. These hours most often will fall within your already established event timeline or your timeline may need to be extended to facilitate this need. It is important that an artistic/technical meeting be held in advance to go over details specifically related to the streaming component of your performance. This may be a separate meeting or incorporated into your “regular” production meeting.

For live streaming, if desired, you may provide video and/or images to be shown during the Waiting Room period that begins 30 minutes prior to the start of the live stream performance. Waiting Room images need to be 1920 px by 1080 px but can be video, or an image/image slideshow that can be consistent with your brand and entertain your waiting visitors. These media items must be provided no later than five (5) business days prior to your load-in. A digital archive copy of the streamed recording can be made available if requested prior to the performance day.