

cause whenever there are changes—which Facebook seems to do a lot—you have to get the hang of it. Little things mainly, but if you're not using the jargon correctly then it might be confusing to people who want to follow you because your message isn't that clear. We spent a lot of time saying "Become a Fan of the Michigan Theater on Facebook!" only to turn around and have Facebook do away with the "Become A Fan" part. Now people "Like" your page. It seems silly but it was confusing for people at first.

Rick Cohen, owner, Transit Drive-In (Lockport, NY): Not more than a few days. It's a very user-friendly site, it's easy to navigate and figure out.

Chase Taylor, vice president, Continental Cinemas (Troy, AL): Facebook is incredibly easy to use. Even taking out an ad only took about 15 minutes.

HOW DOES YOUR THEATER DELEGATE POSTING RESPONSIBILITIES? HOW DO YOU DECIDE WHEN AND HOW OFTEN TO POST SOMETHING?

Collins: Off the bat, we decided that it would be best for one person to be in charge. While other people have access to the page in an administrator capacity just in case, we think it's really important for the voice to be consistent.

When it comes to how often we post, it was more trial and error. We had to look at when people were responding and "liking" things. So after looking at it, we picked a three times daily method: AM, noon and PM. And then we had to look at who was taking the information at those times. So like I said, trial and error. You want to make sure that the message is hitting the intended audience at the right time.

People also don't want to be beat over the head with lots of information, so we try to keep our posts to an individual film or live event and not three to four things that we want to talk about. It just doesn't seem to work for us.

Cohen: As the owner of a small company with one location, I handle all the advertising and PR responsibilities myself. I try to post status updates a few times each day, or

whenever something inspires me to update. Sometimes it can be as trivial as a lyric from a song I'm listening to, just to perk up some attention. Right now, my status update says: "Filling out an interview questionnaire from BOXOFFICE Magazine."

IN WHAT WAYS DO YOU INTERACT DIRECTLY WITH YOUR CUSTOMERS ON FACEBOOK?

Collins: We like to have content, either information we find online like articles and trailers, or marketing information we produce in-house. We use contests to get people talking and thinking about a film or event. For example: We had some *The Secret Of Kells* posters autographed by the directors sent to us and we gave them away on Facebook. We would mention the contest and let people enter by leaving a comment. After a week the marketing team picked winners from the 100-plus comments and we sent them the posters. People loved it!

We also try and connect programming with things people might be interested in but not know a lot about. This was very use-



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