



LA OPERA

LEGACY

AMBASSADOR PROGRAM

AMBASSADOR ADVOCACY TOOLKIT ASSETS

SOCIAL MEDIA

Should you decide you want to use social media please follow these quick steps to ensure LA Opera can be showcased in the best light possible.

When posting in regard to LA Opera on your social media, always be sure to tag @LAOpera. Include: #showmehowyouopera, #LAOpera, #LAOAmbassador, #showmehowyouopera, #arts, #community or #outtotheopera.



SOCIAL OPTION 1 AMBASSADOR CAROUSEL POST

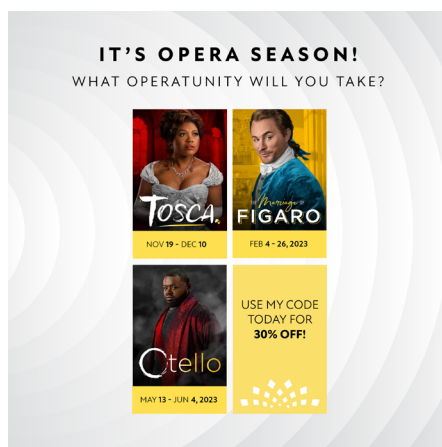


CLICK HERE to download your posts.



Purpose

Inform your audience of your ambassadorship



Engage

Invite your audience to an LA Opera performance



Advocacy

Inform your audience how to further broaden their LA Opera experience

Suggested Post Copy

- 1.) I am a proud @LAOpera Legacy Ambassador.
- 2.) We all have a desire to belong. I am doing my part to ensure that every person has access to the arts. Representation matters.
- 3.) LA Opera is focused on ensuring that all communities feel they belong and that they are welcome. I am proud to be an @LAOpera Legacy Ambassador.
- 4.) I am an @LAOpera Legacy Ambassador because the mission to engage diverse audiences, create bridges to the arts, and spread awareness is absolutely vital.

We also should encourage you to use the show-specific hashtags for each production you're attending. The hashtags for the season are: #LAOTosca, #LAOFigaro, #LAOPelleas, #LAOOtello.

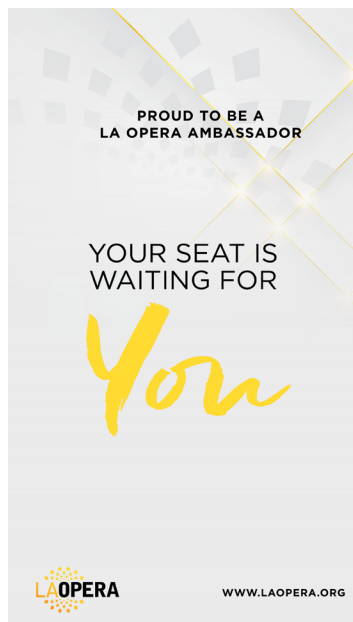
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SOCIAL OPTION 2 AMBASSADOR CAROUSEL STORY

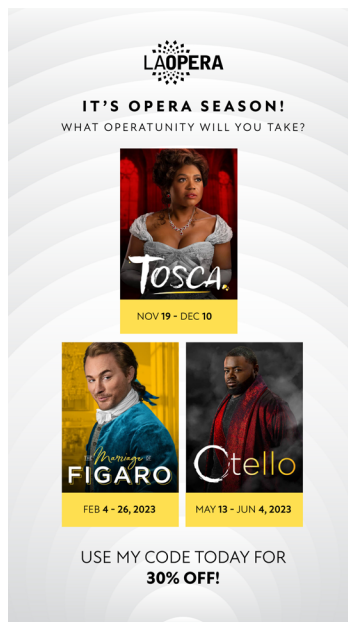


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SOCIAL OPTION 3 AMBASSADOR REEL



CLICK HERE to download your posts.

We want to see how you LA Opera! Meaning: we want to know what you're wearing, your plus one (or more!), and any drink or dinner plans for your night out. Show us the whole picture when it comes to attending LA Opera. The *How Do You LA Opera* campaign highlights your unique style, preparations, and what makes your experience stand out.

Please see the content must-haves to keep in mind for this campaign:

Instagram Reel/TikTok Video

- Showcase 2-3 frames of the following
 - Prepping/showcasing your outfit or getting ready
 - Show your +1 guest or friends and your way of transportation
 - Showcase your seat/ the lobby or exterior of the production
 - What production are you viewing?
 - What are your plans before or after the production
 - Attending an after party? Going for a cocktail or dinner?
- Add personal anecdotes where possible (i.e. “LA Opera is the perfect date night!”)
- Background audio options:
 - Voice over your experience
 - Your current favorite song
 - Popular Opera music
 - Instrumental music

Instagram In-Feed Post

- Showcase images of the night in your LA Opera outfit — We recommend having a carousel post of 2-3 images of the below.
 - Image of you and your +1 guest or friends at LA Opera
 - Showcase your seat/ the lobby or exterior of the production
 - What production are you viewing?
 - Image of you before or after the production
 - Attending an after party?
 - Going for a cocktail or dinner?
- Suggested caption language:
 - How I LA Opera. How do you?
 - Coming to LA Opera to see _____/ Come one, come all to see _____
 - State reasons why you LA Opera and the importance of keeping the arts alive and inclusive.
 - Out and about at LA Opera
 - Spending the night at LA Opera/ Only one way to spend the night #LAOpera
 - Can't spell LA Opera without _____ (Insert a person or a song they want to see/hear)



SOCIAL OPTION 4 LINKEDIN ARTICLE + IMAGE

HEADLINE: YOUR SEAT IS WAITING FOR YOU

We are thrilled to announce the launching of our LA Opera Ambassadorship Program. This is a bold and unapologetic program where we will continue to forge deep, authentic, and longstanding relationships with diverse communities and their thought leaders influencing them. Ambassadors such as Whoopi Goldberg, Audra McDonald, Phil Handy, Marsai Martin, Karen Mack, Nichol Whiteman, and Kahlana Barfield Brown will serve as bridges between LA Opera and their communities, becoming conduits to cultivate transparent dialogue and build trust, cultural education, access, and exposure to LA Opera and the arts.

Our mission here at LA Opera is to serve the public by producing world-class opera that preserves, promotes, and advances the art form while embodying the diversity, pioneering spirit, and artistic sensibility unique to Los Angeles. We know that the art form we love so much can sometimes have a reputation for being exclusive to specific groups. We want to disrupt this culture and begin to create an inviting space. At LA Opera, we understand the importance of accessibility, inclusion, and community.

Our resounding message is, “Your Seat Is Waiting For You.” LA Opera is singing this message from every rooftop to every Los Angeles zip code. We want you to come as you are; our objective and obligation are to ensure that the arts are accessible to all. The sustainability of opera in younger, polycultural audiences heavily relies on boundless innovations, taking risks, exposure, and truly reflecting the world and community we are in. With the establishment of this program, we want to begin leading the efforts to celebrate, affirm, and advocate for diverse and equitable inclusion of race, ethnicity, gender, sexual orientation, faith, family structure, socioeconomic background, age, and ability.

DOWNLOAD YOUR COVER IMAGE HERE

