



Visual Media Team Expectations

- Visual Media Team supports KMC Onstage programming by developing dynamic, engaging visual content for public promotion and information
- KMC Onstage Staff will provide access to our Canva account for the entire team to use. Login will be through the gmail account kmconstage.socialmedia@gmail.com
- Visual Media Team will design graphics for posters, social media, fliers, and all other content as needed
- Visual Media Team are considered “permanent volunteers” and are eligible for one comp ticket to any performance of each show during the season, per the [KMC Onstage Comp Ticket Policy](#).
- Visual Media Team Members will coordinate with Team Leader to commit to each visual graphic project as it arises throughout the season. Each assignment will include a deadline, and a point of contact for artistic determination (show director, program instructor, KMC Onstage Staff).
- Visual Media Team, upon completion of each project to the approval of point of contact and KMC Onstage Staff, will notify Visual Media Team Leader that project is ready for publication.

Visual Media Team Lead Position Description

- Visual Media Team Lead must complete required MWR OPSEC trainings for Army Social Media Admins.
- Visual Media Team Lead is considered a “permanent volunteer” and is entitled to one comp ticket for each show in the season, per [KMC Onstage Comp Ticket Policy](#).
- Visual Media Team Lead will coordinate with KMC Onstage Staff to maintain calendar of current social media posts for upcoming productions, classes, workshops, and special events relevant to the KMC Onstage social media audience.
- Visual Media Team Lead will coordinate with Visual Media Team to assign/designate graphic artists for each need (show posters, educational program posts/fliers, head shots for shows, scheduled office closures, etc.)
- Visual Media Team Lead will receive Google Drive link for photos from each show from the Photo Team Lead and be responsible for selecting and uploading show images into Canva for promotional use, ensuring that all photos are properly credited to the appropriate photographer.



Show rhythm:

Build excitement for auditions - bring a friend challenge, post fun facts & clips about the shows, director video interviews

Synopsis blurb & character summary - for auditions, re-used for fb events & posts.

FB Events: Auditions 2 weeks before, Show events 3 weeks before opening

KMC Onstage create events & share

Backstage videos at least 2x per show rehearsal - footage collected and edited by VM team members and posted through Canva

4 weeks before: Portraits of cast & crew - photo team

Template designs in Canva - visual team

Schedule Meet The Cast & Crew posts

Tech week: Show photos

Keep irreverent attitude of captions

Market group sales to groups plus add-ons

Special events—2 week lead up

Jessica video editing

Due Outs:

Amy—send out login info for google account

Iryna—set up google calendar to sync with KMC Onstage google cal

Amy & Iryna—go over tools & trainings

Iryna delegate to team

Iryna coordinate with Ann for scheduling cast/crew portraits & asking if photo team has anyone who wants to take video backstage footage.