

The Nutcracker marketing toolkit

A clear social media plan for your ticket-selling season.



Less planning. More ready to use.

18 captions. 8 editable posts. 3 Story frames.

A six-week plan, with clear examples at every step.

[EXPLORE THE TOOLKIT >](#)

OCTOBER 2026

Start with what you need today.

03 Your first post

An approved photo + a ready-to-adapt caption.

06 Your six-week plan

A simple schedule for the season.

08 Captions to copy

18 invitations, answers and reminders.

14 Video ideas

8 Reel recipes + Nutcracker references.

20 Posts that match

Eight photo-led posts + matching Story frames.

27 Opening week

Your seven-day priority list.

Only ten minutes? Start on page 3. You do not need to read it all.
Optional bonus: editable templates + a copy-and-paste text bank.

THE QUICK START

Your first useful post



YOUR TOWN / YOUR DATES

The Nutcracker

Choose your performance. Tickets in bio.

1

CHOOSE

Your show photo, or
editable Feed Template
01.

2

INVITE

Add town, venue and
dates. Use the words
below.

3

CONNECT

Share to Stories with the
real ticket-link sticker.

COPY / PERSONALIZE / POST

Your holiday plans start here. [Studio] presents The Nutcracker at [Venue, Town] on [Dates]. Join us for [one true highlight]. Choose your performance through the ticket link in our bio.

☐ Posted, shared to Stories and ticket link checked.

Facebook: paste your direct ticket URL. Instagram: check the link in bio.
Reference photo: Kansas City Ballet, 2015. Replace with your production.

FILL ONCE / REUSE EVERYWHERE

Your show details

THE APPROVED DETAILS

STUDIO NAME

TOWN / VENUE

PERFORMANCE DATES + TIMES

OFFICIAL TICKET URL

TICKET PRICES + FEES

RUNNING TIME, INCLUDING INTERVAL

AGE GUIDANCE / CHILD-TICKET POLICY

PARKING / ARRIVAL INFORMATION

ACCESSIBILITY / BOX-OFFICE CONTACT

CAST INFORMATION LOCATION

ONE TRUE REASON TO CHOOSE YOUR PRODUCTION

One source of truth. Update it when anything changes.

Use a PDF app that supports forms. Save your personal copy after typing.

THE PATH FROM POST TO PURCHASE

Make booking easy



[STUDIO] / [TOWN]

The Nutcracker

[Dates + times]

[Venue]

[Prices + fees]

[CHOOSE A PERFORMANCE](#)[Visitor details](#) / [Access](#) / [Contact](#)

Let parents choose.

Put dates and times before a wall of information.

Remove the unknowns.

Runtime. Age guidance. Total price.
Parking. Access contact.

One main button.

Lead to your official ticket service, not another maze.

Test it on a phone.

Open from your bio. Reach seat selection.
No purchase needed.

BWC / OPTIONAL WEBSITE SUPPORT

A proper home for your ticket link.

[Send me website options >](#)[See the service >](#)

THE CAMPAIGN SCHEDULE

Your six-week plan

WHEN	THE INTENT	THE POSTS
01 6 WEEKS	Invite GET THE WORDS >	01 Tickets live / 02 Stage glimpse / 03 First visit
02 5 WEEKS	Meet GET THE WORDS >	04 Character / 05 Rehearsal to stage / 06 Makers
03 4 WEEKS	Discover GET THE WORDS >	07 Detail / 08 Local outing / 09 Parent questions
04 3 WEEKS	Choose GET THE WORDS >	10 Dates / 11 Audience memory / 12 Rehearsal
05 2 WEEKS	Decide GET THE WORDS >	13 Quieter show / 14 Child's first visit / 15 Countdown
06 SHOW WEEK	Attend GET THE WORDS >	16 This week / 17 Arrival guide / 18 Curtain rises

THE MINIMUM PLAN

One weekly invitation. One FAQ Story. One family reshare.

Need someone to run it? Ask BWC >

THE CONTACT SHEET / CAPTURE ONCE

The rehearsal is the material



01 / THE WHOLE BODY



02 / THE FULL SCENE



03 / ROOM TO MOVE

SIX SHOTS / FIFTEEN MINUTES

A wide scene. A full-body movement.

A costume or prop detail.

One coaching cue. A welcoming face.

The venue or show poster.

Hold each clip steady for 5-8 seconds. Film new social clips vertically. Keep wide archive video in its full frame. Save approved material by scene and year.

Send me the editing packages >

BWC-supplied rehearsal references, not Nutcracker scenes. Use your own approved clips.

THE COPY COLLECTION / WEEK 1

Introduce your show

01 Tickets are on sale



VISUAL: Show photo or poster + town + dates.

Your holiday plans start here. [Studio] presents The Nutcracker at [Venue, Town] on [Dates]. Join us for [one true highlight]. Choose your performance through the ticket link in bio.

02 A scene worth seeing



VISUAL: Wide scene image or approved performance clip.

A glimpse of [scene]. A reason to make an evening of it. See our Nutcracker at [Venue, Town] on [Dates]. Choose your performance through the ticket link in bio. [Archive footage: YEAR.]

03 Your first Nutcracker



VISUAL: Three slides: running time, age guidance, booking.

First Nutcracker? You do not need to know ballet. Our show runs [time, including interval]; our age guidance is [policy]. Find visitor details and choose a performance through the ticket link in bio.

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

Introduce your people

04 Meet a character



VISUAL: An approved portrait + character name.

Meet [Character], performed by [approved name]. [One simple character detail.] See the story at [Venue, Town] on [Dates]. Check confirmed cast details [where], then choose your performance through the ticket link in bio.

05 From rehearsal to stage



VISUAL: Match one rehearsal moment to a stage moment.

Before the curtain, this. Our dancers are preparing [specific moment] for this year's Nutcracker. See it come together at [Venue, Town] on [Dates]. Tickets through the link in bio. [Label any archive footage by year.]

06 The people behind the magic



VISUAL: A costume or prop + its maker, with permission.

Before [costume/prop] reaches the stage, [team] brings it to life with [detail]. Thank you to the people behind our Nutcracker. See their work at [Venue, Town], [Dates]. Tickets through the link in bio.

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

Answer their questions

07 One meaningful detail



VISUAL: Close-up of one approved costume or prop.

A small detail with a place in our story: [detail]. Look for it during [scene] in The Nutcracker. [Venue, Town], [Dates]. Make it part of your holiday plans. Ticket link in bio.

08 A holiday plan in your town



VISUAL: Show image with the town and dates clearly visible.

Looking for a holiday outing in [Town]? Join us for The Nutcracker at [Venue] on [Dates]. [One true highlight.] Invite someone you would love to sit beside. Visitor details and tickets through the link in bio.

09 The questions parents ask



VISUAL: Teacher-to-camera or two clean text slides.

Planning your first visit? [Question 1 + short answer.] [Question 2 + short answer.] Find the visitor guide and choose your Nutcracker performance through the link in bio. Have another question? Contact [box office contact].

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

THE COPY COLLECTION / WEEK 4

Help them choose

10 Choose your performance



VISUAL: Simple date card; make cast information easy to find.

Which Nutcracker date fits your holiday plans? We perform on [dates/times] at [Venue, Town]. Check cast details [where], then choose your seats through the ticket link in bio. Send this to your group.

11 A genuine audience memory



VISUAL: Approved quote + approved attribution.

“[Exact audience quote, used with permission.]” - [Approved attribution]. Join this year’s Nutcracker at [Venue, Town] on [Dates]. Choose your performance through the ticket link in bio. [If needed: Quote refers to YEAR.]

12 What rehearsal is building



VISUAL: One teaching cue, explained without ballet jargon.

What are we working on today? [One understandable detail] in [scene]. Those small rehearsals become the story you see on stage. Join us at [Venue, Town] on [Dates]. Ticket link in bio.

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

Build anticipation

13 Spotlight one performance



VISUAL: Date-specific image; link directly in Stories.

Still choosing a date? Our [day, date, time] Nutcracker at [Venue, Town] could be your holiday outing. [One true practical benefit of this time.] Check live availability through the ticket link in bio and select [performance].

14 Your child's first ballet visit



VISUAL: Welcoming venue or approved performance image.

Bringing a child to The Nutcracker? Check our [age guidance], [running time] and [child-ticket policy] before booking. Know what to expect, then choose your date. Visitor details and tickets are through the link in bio.

15 Two weeks until the curtain



VISUAL: Three short, approved rehearsal moments.

Two weeks until our Nutcracker opens in [Town]. Rehearsals are becoming a performance, and we would love you in the audience. [Dates] at [Venue]. Pick a date with your family. Ticket link in bio.

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

THE COPY COLLECTION / WEEK 6

Welcome your audience

16 This week in your town



VISUAL: Strong date card + show photo or clip.

This week: The Nutcracker at [Venue, Town]. Join [Studio] on [dates/times] for [one true highlight]. Check live availability through the ticket link in bio. [Include the actual booking cutoff only if confirmed.]

17 Before you leave home



VISUAL: Saveable slides: arrival, parking and ticket entry.

Coming to our Nutcracker? Save this: [arrival guidance], [parking directions], [ticket-entry instructions]. For accessibility or box-office questions, contact [contact]. Still deciding? Check available performances through the ticket link in bio.

18 The curtain rises



VISUAL: Safe pre-show detail or approved stage image.

The curtain rises [today/tonight] at [Venue, Town]. Thank you to every dancer, teacher, volunteer and family behind our Nutcracker. Joining us? Arrival details [where]. Still looking for seats? Check live availability through the ticket link in bio.

Instagram: ticket link in bio / Story sticker. Facebook: use your direct ticket URL.

VIDEO IDEAS / 01-02

Reels you can make

15-second recipes. Nutcracker references to learn from, not copy.

01 / USE CAPTION 02

The holiday invitation

Your holiday outing, right here in [Town].

- | | |
|-----------|---|
| 0-3 SEC | Strong stage image / Your holiday outing |
| 3-10 SEC | Two contrasting moments / The Nutcracker / [Town] |
| 10-15 SEC | Calm photo or end card / [Dates] / Tickets in bio |

WATCH THE 2024 TRAILER >

Boston Ballet trailer / borrow the montage pacing

02 / USE CAPTION 04

Meet the character

Meet [Character].

- | | |
|-----------|---|
| 0-3 SEC | Costume or portrait / Meet [Character] |
| 3-10 SEC | Short character movement / [One plain-language trait] |
| 10-15 SEC | Date card / See the story / [Dates] |

WATCH THE CHARACTER SPOTLIGHT >

Boston Ballet / explain one character simply

Archive references: use your own dates, cast and footage. Never copy old discounts.

VIDEO IDEAS / 03-04

Reels you can make

15-second recipes. Nutcracker references to learn from, not copy.

03 / USE CAPTION 05

Rehearsal to stage

Before the curtain, this.

- 0-3 SEC Rehearsal at full speed / Before the curtain...
- 3-10 SEC Related stage moment / ...the work becomes a story
- 10-15 SEC Date card / The Nutcracker / [Dates]

WATCH THE REHEARSAL >

Royal Ballet / rehearsal only; add your own stage clip

04 / USE CAPTION 06

The detail makers

You will see this on stage.

- 0-3 SEC Prop or costume detail / You will see this on stage
- 3-10 SEC Approved making process / Made by [approved credit]
- 10-15 SEC Finished piece + date / Spot it in [scene] / [Dates]

WATCH THE MAKING >

Les Grands Ballets / show the craft behind the costumes

Archive references: use your own dates, cast and footage. Never copy old discounts.

VIDEO IDEAS / 05-06

Reels you can make

15-second recipes. Nutcracker references to learn from, not copy.

05 / USE CAPTION 09

First visit, two answers

First Nutcracker? Two things to know.

- | | |
|-----------|--|
| 0-3 SEC | Teacher welcoming viewers / First Nutcracker? |
| 3-10 SEC | Teacher + readable captions / [Runtime] / [Age guidance] |
| 10-15 SEC | Venue image or end card / Details + tickets in bio |

READ THE VISITOR EXAMPLE >

Boston Ballet / written visitor reference, not a video

06 / USE CAPTION 12

A rehearsal explained

Watch what happens when [simple cue].

- | | |
|-----------|---|
| 0-3 SEC | Teacher gives one cue / Watch [specific detail] |
| 3-10 SEC | Dancers try the moment / [Why it helps the story] |
| 10-15 SEC | Date card / See it on stage / [Dates] |

WATCH NUTCRACKER COACHING >

English National Ballet / borrow one coaching moment

Archive references: use your own dates, cast and footage. Never copy old discounts.

VIDEO IDEAS / 07-08

Reels you can make

15-second recipes. Nutcracker references to learn from, not copy.

07 / USE CAPTION 15

The countdown

Two weeks until the curtain.

- | | |
|-----------|---|
| 0-3 SEC | Your strongest clip / 2 weeks to opening |
| 3-10 SEC | Two rehearsal details / The Nutcracker / [Town] |
| 10-15 SEC | Performance dates / Choose your performance |

WATCH THE REHEARSAL MONTAGE >

English National Ballet / add your own countdown

08 / USE CAPTION 18

Opening-night energy

Tonight, the story comes alive.

- | | |
|-----------|---|
| 0-3 SEC | Safe prop or stage detail / Tonight in [Town] |
| 3-10 SEC | Approved pre-show scene / [Studio] / The Nutcracker |
| 10-15 SEC | Ticket / arrival card / Availability + visit details in bio |

WATCH THE BACKSTAGE EXAMPLE >

Boston Ballet / safe backstage moments and show energy

Archive references: use your own dates, cast and footage. Never copy old discounts.

THE STORY COLLECTION / 1

A story, in three frames

01 / Tickets are live

Your holiday outing in
[Town].

The Nutcracker / [Dates] /
[Venue].

Choose your performance.

TICKET LINK ON FRAMES 2 + 3.

02 / First-visit answers

First Nutcracker? Start here.

[Runtime] / [Age policy] /
[Parking info].

Plan your visit. Then pick a
date.

LINK TO VISITOR INFO / TICKET PAGE.

03 / Meet the cast

Meet [Character].

[One fun fact about this
role].

See [confirmed cast/date
details].

LINK TO CAST INFORMATION AND TICKETS.

04 / A detail worth noticing

Can you guess where this
appears?

It belongs to
[character/scene].

See the story at [Venue],
[Dates].

OPTIONAL POLL, THEN TICKET LINK.

05 / Family sharing

Our dancers are getting
ready.

The Nutcracker / [Dates] /
[Town].

Invite someone to share the
evening.

TICKET STICKER + ASK ADULTS TO RESHARE.

One sentence per frame. Keep stickers off faces and key details. Save visit info to a Highlight.

THE STORY COLLECTION / 2

A story, in three frames

06 / Plan your outing

Making holiday plans in
[Town]?

[Dates] / [Runtime] /
[Venue].

Choose a date with your
group.

LINK DIRECTLY TO PERFORMANCES.

07 / Pick your date

Still choosing a Nutcracker
date?

[Day, date, time] at [Venue].

Check seats for this
performance.

DIRECT LINK TO THE HIGHLIGHTED SHOW.

08 / A week to go

One week until opening.

Here is what we have been
working on.

The Nutcracker / [Dates] /
Book here.

TICKET LINK; VERIFY COUNTDOWN.

09 / Today's invitation

Today in [Town]: The
Nutcracker.

[Time] / [Venue] / [Arrival
advice].

Check current seat
availability.

LIVE TICKET LINK; REMOVE STALE CLAIMS.

10 / Curtain-call thank you

To everyone who joined us:
thank you.

What moment stayed with
you?

[Next available show OR
class-info invite].

QUESTION STICKER + RELEVANT LINK.

One sentence per frame. Keep stickers off faces and key details. Save visit info to a Highlight.

THE PHOTO-LED COLLECTION / 01

Choose. Replace. Post

Two examples. One clear job each. All text and photos are editable in the bonus pack.

01 / TICKET LAUNCH



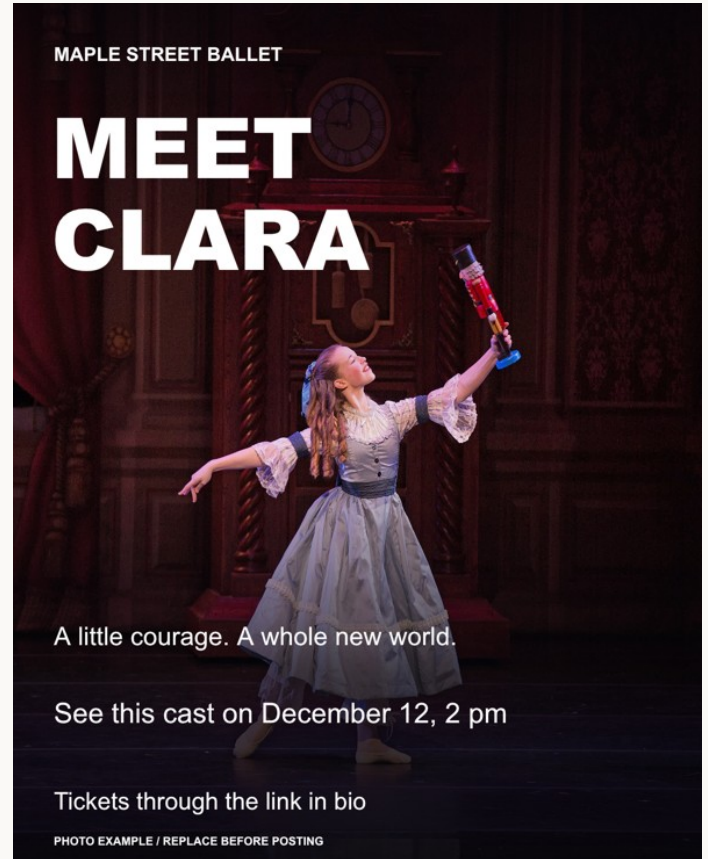
Make the show easy to choose.

1. Choose a photo with room to crop.
2. Replace town, dates and venue.
3. Use caption 01, then share to Stories.

MATCHING WORDS >

Fictional details + licensed reference photos. Replace both before publishing. Credits: pages 33-34.

02 / CAST SPOTLIGHT



Give families someone to root for.

1. Choose one approved character photo.
2. Confirm the character and cast date.
3. Use caption 04. Add an approved name.

MATCHING WORDS >

THE PHOTO-LED COLLECTION / 02

Choose. Replace. Post

Two examples. One clear job each. All text and photos are editable in the bonus pack.

03 / FIRST VISIT



Answer the question before the DM.

1. Choose a welcoming show scene.
2. Add your actual runtime and age policy.
3. Use caption 03; link to visitor details.

MATCHING WORDS >

Fictional details + licensed reference photos. Replace both before publishing. Credits: pages 33-34.

04 / LOCAL INVITATION



Make it feel like their holiday plan.

1. Choose an energetic, full-body moment.
2. Put your town where it is easy to see.
3. Use caption 08; share with local contacts.

MATCHING WORDS >

THE PHOTO-LED COLLECTION / 03

Choose. Replace. Post

Two examples. One clear job each. All text and photos are editable in the bonus pack.

05 / ONE-WEEK COUNTDOWN



A reminder with a real reason.

1. Choose a different scene from launch.
2. Check the date: exactly seven days?
3. Use caption 15; change its countdown.

MATCHING WORDS >

Fictional details + licensed reference photos. Replace both before publishing. Credits: pages 33-34.

06 / ONE PERFORMANCE



Help the quieter date find its crowd.

1. Choose a beautiful partnering photo.
2. Feature one date with seats available.
3. Use caption 13. Avoid invented urgency.

MATCHING WORDS >

THE PHOTO-LED COLLECTION / 04

Choose. Replace. Post

Two examples. One clear job each. All text and photos are editable in the bonus pack.

07 / ARRIVAL GUIDE



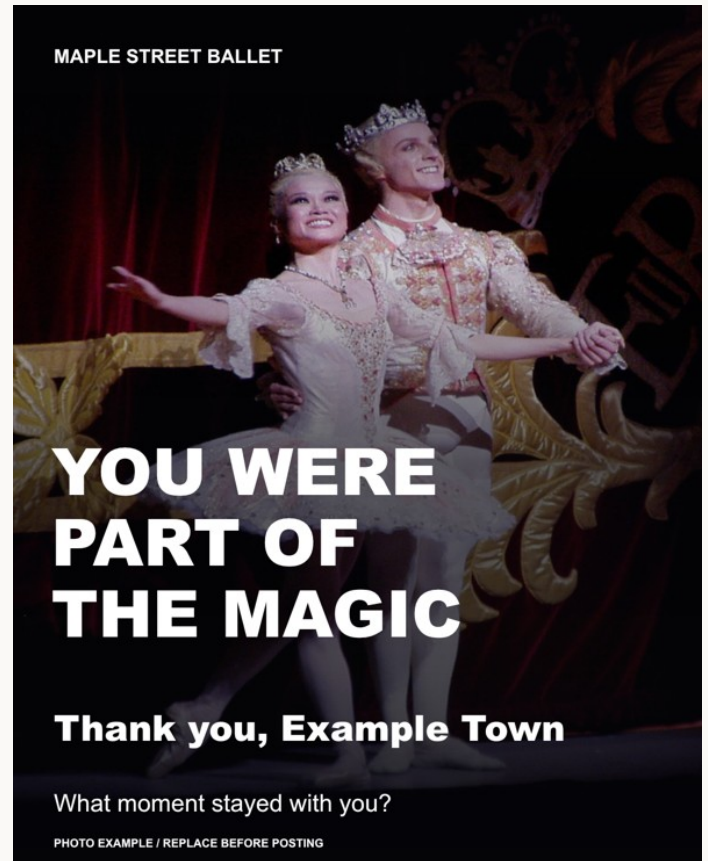
Make parents feel looked after.

1. Choose a welcoming stage image.
2. Keep arrival, parking and entry brief.
3. Use caption 17; save details to a Highlight.

MATCHING WORDS >

Fictional details + licensed reference photos. Replace both before publishing. Credits: pages 33-34.

08 / THANK-YOU



Turn the show into a relationship.

1. Choose your own bow or group photo.
2. Thank the audience and your team.
3. Ask for a favorite moment, not a sale.

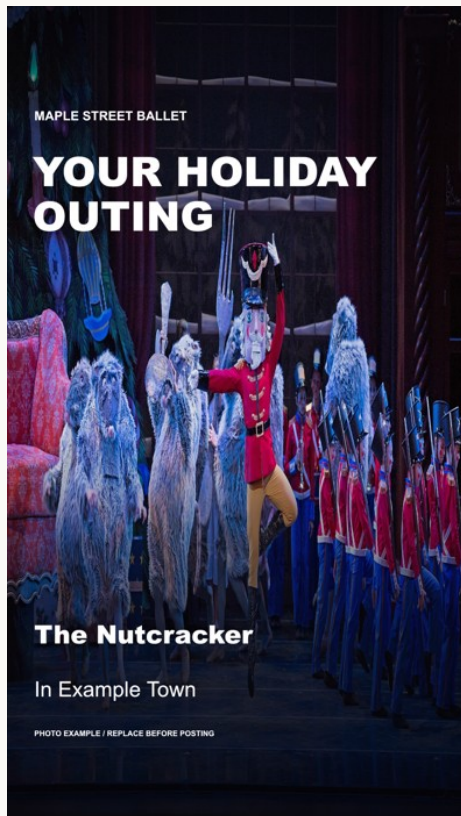
MATCHING WORDS >

THE MATCHING STORY SET

One invitation. Three frames

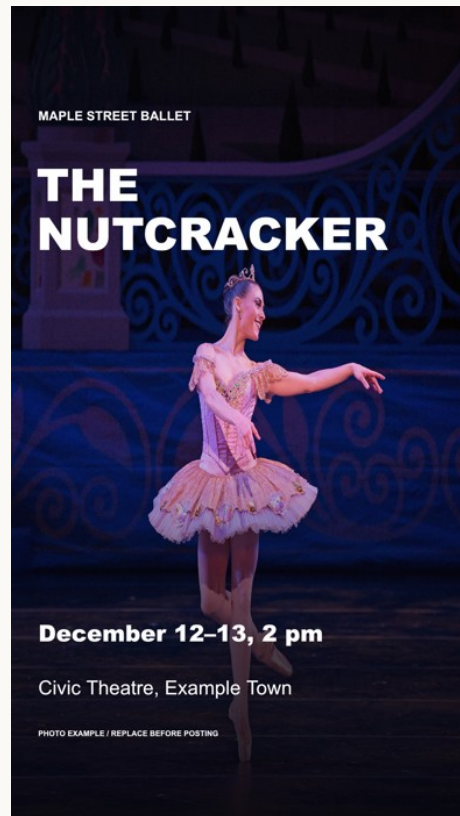
Use the same show details across all three. Add the ticket link inside Instagram.

01 / INVITE



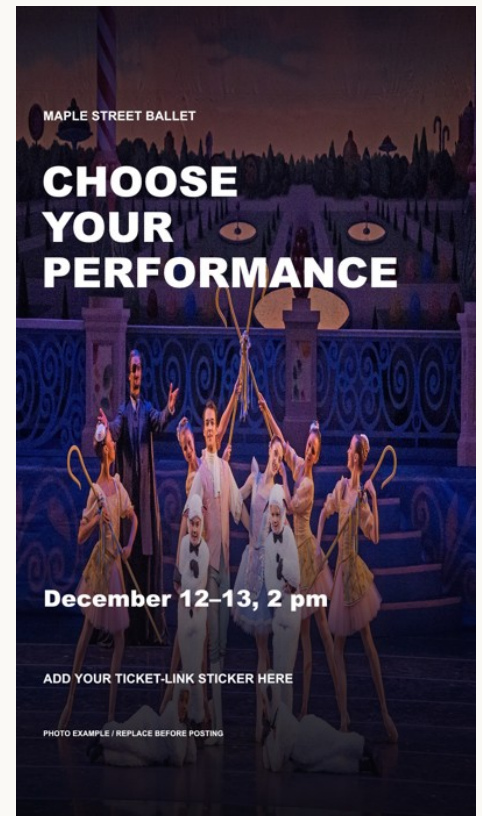
Make it feel like a local holiday outing.

02 / INFORM



Give the date, time and venue.

03 / CONNECT



Add the actual ticket-link sticker.

Make yours in five steps

1. Open the Story templates.
2. Replace photos + brackets.
3. Export as images.
4. Upload in order.
5. Add your ticket-link sticker.

The image itself is not clickable. Test your Story sticker after publishing. Examples are fictional.

THE COMMUNITY EDIT

An invitation worth passing on

THE SHARE-READY KIT

One approved image.
One short message. One direct link.

Send all three together. Make helping you easy.

01 / SEND TO ADULT CAST FAMILIES

If you would like to invite friends, here is an approved image and a message to share. Please check your dancer's confirmed cast dates first. Sharing is optional. Thank you!

We would love to see you at The Nutcracker! [Studio] performs at [Venue, Town] on [Dates]. Our dancer is scheduled for [confirmed performance]. Choose your seats: [Ticket URL]. Visitor details are on the booking page.

02 / SEND TO A LOCAL NEWSLETTER OR COMMUNITY VENUE

Hi [Name], [Studio] presents The Nutcracker at [Venue, Town] on [Dates]. Would a short listing fit your community calendar? I can send an approved image, visitor details and the ticket link. Please share your submission guidelines. Thank you!

For a wider invitation, ask BWC about promotion fit >

Try three relevant contacts. Follow submission rules. Do not pressure children to sell tickets.

THE REPLY COLLECTION

Answers you can save

01 How much are tickets?

Tickets are [price/range], with [fees]. See the total and live seats here: [official URL]. Which performance are you considering?

02 Is it suitable for my child?

Our age guidance is [policy]. The show runs [time, including interval]. Child-ticket details are here so you can decide: [URL].

03 Which show is my dancer in?

Check confirmed cast details here: [URL/contact]. Then choose the matching performance here: [ticket URL]. Casting may change.

04 Where do we park? What about access?

Parking details: [URL]. For accessible seating or other visit needs, contact [venue contact] before booking so the team can help.

05 Are tickets still available?

Live availability is here: [official URL]. Select [performance] for current options. Please book through the ticket service; we cannot hold seats in DMs.

06 Can you send me the link?

Of course! Nutcracker dates, visitor details and tickets: [URL]. Let us know if you have a question about planning your visit.

Save the reply, then read the question. Agree who checks messages and when.
No payment details in DMs; do not promise instant replies.

THE OPENING-WEEK EDIT

Seven days to curtain

7

Choose the performance that needs attention.

Check sales by date. Use caption 13. >

6

Answer the first-visit questions.

Runtime. Age guidance. Parking. Use caption 14. >

5

Give adult families the sharing kit.

One image. One message. One link. >

4

Reshare your strongest scene.

Make the town and dates clear. >

3

Invite people to the quieter performance.

Link to that date. Check availability first. >

2

Publish the arrival guide.

Useful to ticket holders and new visitors. Caption 17. >

1

Make a calm final invitation.

Only state a cutoff or scarcity if confirmed. >

NO FAKE SCARCITY. NO PANIC DISCOUNT. JUST A CLEAR INVITATION.

ONE SHOW / SEVEN FUTURE POSTS

The second act

NAME IT SO YOU CAN FIND IT NEXT YEAR

2026 / Nutcracker / Approved

Scene + cast + year in every filename.

Keep permissions and photographer credits beside the files.

The curtain falls. The material remains.

01 / A thank-you

An approved bow or group moment.

03 / A character spotlight

One role, explained simply.

05 / Rehearsal to stage

The work beside the result.

07 / Next year's anticipation

Archive year clearly shown.

02 / An audience memory

An exact quote, shared with permission.

04 / A maker story

One costume or prop detail.

06 / A first-ballet invitation

An actual class next step.

COPY / WHEN ENROLLMENT IS ACTUALLY OPEN

Did our Nutcracker spark an interest in ballet? Explore [class, ages, level, start date and trial terms] at [URL]. We would love to help you find a suitable first step.

Give your archive a second act. Ask BWC about edits >

TEN MINUTES / ONCE A WEEK

Check what is working

WEEK OF

PERSON CHECKING

TICKET-LINK CLICKS*

PAID TICKETS SOLD THIS WEEK

PERFORMANCE NEEDING ATTENTION

MOST USEFUL POST OR INQUIRY

ONE CHANGE TO TEST NEXT WEEK

Views, few clicks?

Make the town, dates and invitation clearer.

Clicks, few purchases?

Test mobile booking, total cost and visit information.

One show is lagging?

Feature that date and its real advantages.

*Use platform or ticket-system data if available. Compare consistent periods. Do not count complimentary seats as paid sales. These figures do not prove social caused every purchase.

BEFORE YOU PRESS PUBLISH

Your final publishing check

- ☐ Dates, venue, prices, ticket URL and cast details are current.
- ☐ Images and recordings are approved for this use, with required permissions for the people shown.
- ☐ Music is cleared for the use. An old composition does not make every recording free to use.
- ☐ Archive footage has its year shown. Old sets or casts are not presented as this year's production.
- ☐ Spoken content has captions. Words are phone-readable. Movement stays in frame.
- ☐ No student personal details, changing areas, restricted locations or invented quotes appear.

Before you spend on promotion:

Working ticket page first. Then a clear local invitation, a spending limit and a way to check results. Ask where the audience lives; a large ballet audience is not automatically local ticket buyers.

Ask BWC whether promotion fits your show >

Stop ticket-selling ads for sold-out shows. Recheck permissions for paid use.

BWC / OPTIONAL SUPPORT

A little help when you need it

Choose a topic. We will start with information by email.

Video editing

Turn approved rehearsal and show footage into social videos.

[Send me the editing packages >](#)[View service >](#)

Promotion

Explore audience fit and options for your production.

[Send me promotion options >](#)[View service >](#)

Your show page

Give families a clear route to dates, visitor details and tickets.

[Send me website options >](#)[View service >](#)

Social media management

Ask about planning, scheduling, approvals and ongoing support.

[Send me management details >](#)[View service >](#)

No purchase or call required to ask for information.

hello@balletworldconnected.com

THE WORKED EXAMPLE / FICTIONAL STUDIO

From a post to a plan

THE 10-MINUTE ROUTE

01**Pick post 01.****02****Swap photo + details.****03****Add the invitation.**

01 / THE IMAGE

The show.
The town.
The date.

02 / THE CAPTION

Holiday plans in Example Town? Join Maple Street Ballet for The Nutcracker, December 12-13 at 2 pm, Civic Theatre. Choose your performance through the ticket link in bio.

03 / THE STORY

Show photo > Dates and time > “Choose your performance”
Add the ticket-link sticker to the final frame.

04 / THE BOOKING PAGE

The same dates. The same venue. Prices and visitor details.
A clear button to the official ticket service. No extra hunt.

Fictional studio and campaign. Replace all details. Not an endorsement or sales result.

SOURCES / RIGHTS

Credits & useful links

PHOTOGRAPHY / REAL DANCERS, NOT AI-GENERATED PEOPLE

Kansas City Ballet stage photographs: The Nutcracker, 2015. Published by KCBalletMedia. Photographers are credited individually on the next page. All are CC BY 2.0, cropped/resized for these layouts.

Thank-you example: Miyako Yoshida and Steven McRae, Royal Ballet, photographed by scillystuff, 2009. CC BY 2.0. Cropped/resized.

Page 7: BWC-supplied rehearsal references. They are not Nutcracker scenes and are not supplied for third-party reuse.

Reference photographs are not BWC client work or Maple Street Ballet. All Maple Street details are fictional. Replace reference photos and example details with your own approved production before posting.

CC BY 2.0 license >

WATCH / LEARN / ADAPT

Royal Ballet: Nutcracker rehearsal >

Les Grands Ballets: costumes in rehearsal >

Boston Ballet: production + visitor information >

National Ballet of Canada: campaign case study >

Videos open online; access may vary. References show creative choices, not promised results. Adapt BWC copy for your studio. Confirm service scope and availability with BWC.

OPEN ANY CREDIT FOR ITS ORIGINAL SOURCE

The photograph index

Every post has a different photograph. Photo objects remain replaceable in the templates.

Cover >	Brett Pruitt & East Market Studios / KCB, 2015
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