



SOCIAL MEDIA GUIDELINES

WICKED is not just a show that we all love but an international brand that we carefully curate, and the way that a brand presents itself on social or is represented by others is often times the first and most frequent interaction someone has with that brand.

Of course, the various social platforms continue to evolve and develop, as does the world itself and our relationship to social media, so our policies will continue to evolve as well. We thank you for reviewing the below policies in full and working with us as we move forward.

SOCIAL MEDIA TEAM CONTACT INFORMATION

General Questions / Inquiries / Photo Approvals:

wickedsocial@situationinteractive.com

For anything you wish to discuss privately, please contact:

Rian Durham

rdurham@situationinteractive.com

646-385-4389

SOCIAL POLICIES

- During the show, from half hour until curtain down, we ask that all members of the company please not publicly engage on social. This is meant to be time to focus on the show and stay present in the work on stage.
- Please reach out to Situation in advance to get approval for posts that match the following criteria:
 - Content that includes you in any costumes, wigs, or makeup
 - Content taken outside of your call time that includes production-related images, visuals, etc. (such as scenery pieces)
 - Content including any audio, such as streaming any songs or any part of the performance or a rehearsal, from backstage (including recorded sound from the backstage monitors)
 - Content announcing your first or final performance (you may announce ONLY after WICKED has publicly announced said performance)
- When reaching out to Situation for approval, please provide the content and the context in which it will be posted. To be considered for approval:
 - Any content including costume, wigs, and/or makeup must feature cast members appearing fully "show ready." Content will not be approved if a cast member is in partial costume, including at fittings.

- The context of any photo and/or post should be in direct relation to the show and your performance in it. It should not be in relation to your personal life outside of the show.
 - Any content captured on deck during a performance will not be approved.
- You are permitted to take and post photos of you at the theatre *outside of your call time* without pre-approval from Situation, so long as you are not in the process of getting into any costume, wigs or makeup, or engaging in any process to prepare your work or station.
- If you cover a role and will be performing this role on a certain date, you may publicly announce said date without pre-approval from Situation as long as:
 - Any production-related images or content accompanying the post (such as photos of yourself in costume) are pre-approved by Situation.
 - You do not reference the reason a principal cast member is not performing their role on that date.
 - You please make a concerted effort to reach out to the company member you are covering so that they are aware that you're posting, as they may receive questions of their own on their channels.
- Please do not post photos of fellow cast members or crew members without their permission. All non-production photos featuring other company members *must* have their approval (this includes those who are in the background).
- Please do not give away any surprises or secrets of the production – such as the levitator, the identity of the Scarecrow or Tin Man, or the fact that Elphaba lives after the melting – or anything that is confidential, including but not limited to: special effects, quick changes, set pieces and automation, costume storage or maintenance, and any other theatrical elements that the audience would not normally see. Please help us protect the magic of Oz!
- Please do not like, repost or share any unofficial photos taken by audience members (including photos of the curtain call or bows) or “bootleg” videos – if you come across any bootleg videos, please reach out and report them to the Situation team.
- Please do not engage with any negative sentiments on the show’s official channels.
- While at press events (photo shoots, interviews, TV performances, etc.), please do not post any content that may reveal the shoot, event or interview unless requested to do so by our press or marketing team.
 - Once the final press article is posted, you can certainly feel free to share the article on your social channels without getting permission.
- Please do not post about any unforeseen technical problems, mishaps, or accidents that may occur in the run of the show. While they may seem amusing, they can hurt the overall reputation of the brand.
- If you are endorsing any products on your personal social media channels, please do not connect your endorsement of the product to your connection with WICKED.
- At certain points, our two designated social captains may capture content after half-hour. No content will ever be captured DURING the show. These captures are sanctioned and approved by management and the Producers as part of the ongoing social content plan. Capturing post half-hour is still going to be extremely limited as we want the focus to be on preparing for the show, but for certain moments, we may need to capture content after half-hour, which will always be approved and sanctioned by management to be solely captured by our designated social captains. Of course, if anyone has any ideas for content that would need to be captured during half-hour, or questions on what will be captured, please share them with the social captains who will then come to the Situation team for approval.

SOCIAL BEST PRACTICES

- Keep in mind that WICKED is a full-price, high-quality brand – all of our advertising keeps to that standard, and we want your social media to do the same in relation to your work on the show – keep it clean, keep it classy.

- Similarly to how we ask you not to respond to negative commentary on WICKED’s social channels, we encourage you to not respond to negativity on your personal channels.
- Please avoid any participation in any online chat room conversations relating to the show, its creative team, company members or staff at any time or providing any information about the production or its company members to any third party.

HOW ELSE CAN YOU INTEGRATE WICKED INTO YOUR SOCIAL PRESENCE

- When larger content releases are happening, the company will be notified so you can also share on your channels, should you wish.
 - Please only share official production photos and videos once they have been released by the show.
 - If you are sharing approved production photos, the context of the post should be in direct relation to the show and your performance in it.
- We will be scheduling periodic “photo calls” to capture photos of the company backstage prior to the show, in costume. If we post this content to our social channels we will tag each respective company member in the photo so you can share to your channels.
- We will make sure certain photos we have captured previously (such as behind-the-scenes photos at video shoots and production photos) are made available to the entire cast to share. These photos should be shared in context of your performance in the show, not in relation to your personal life outside of the show.
- On certain days (such as National Swing Day), we may ask to take a photo of company members backstage at or after half hour. WICKED will share these moments to social and tag company members to share to their social channels as well. Once you’ve been tagged, we hope you’ll share it on your social channel.
- WICKED works with five official charity partners and participates in various industry events (like Broadway Cares events). If you are involved in any of those, it is fine to share photos from those events or tag WICKED in events where you’re participating as a WICKED employee.
- If you’re interested in answering questions from fans with a recorded video, let us know and we can ask our fans to send in their questions for you to answer (before or between shows) and we can share your video responses on our social channels.
- If there is a special moment (first performance, final performance, etc.) that you would like to celebrate that would require a photo in costume or involving any track on-stage or backstage, or if you have any specific ideas for specialty posts, please present them via email to Situation in advance at wickedsocial@situationinteractive.com. Situation will respond in a timely manner, and if the concept and idea works, we will provide a photographer to capture the moment and assist with the posting.

Thank you for your compliance with this policy and thank you for all you do here at *WICKED!*