



UDITOA 2026
MARKETING + PR TOOLKIT

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HOW TO USE THIS TOOLKIT:

Purpose

This toolkit is designed to help drive-in theatre owners and operators turn the ideas from the *Lights, Camera, Buzz!: PR & Marketing Essentials* presentation into simple, real-world actions.

Use this toolkit to:

- Share your drive-in's story with your local community
- Scale these PR and marketing best practices appropriately for your staff and budget size
- Engage younger audiences while staying true to your theatre's identity
- Stay visible during your opening season and beyond

You do not need to use everything at once. Even one or two small actions can make a meaningful difference.

Tag & Follow Cinema United on social media

Please consider tagging Cinema United in relevant posts and stories and following our social media accounts!

Instagram: [@cinemaunitedofficial](#)

LinkedIn: [@cinema-united](#)

X/Twitter: [@cinema_united](#)

Helpful Links

[Click here](#) to access the slide deck from the presentation.

Use the email address: press@cinemaunited.org to share your stories

or ask for help with press.

[Click here](#) to access all of Cinema United's research on moviegoing and exhibition.

[Click here](#) for an in-depth resource about how to build and troubleshoot your Google Business Profile. (A shorter how-to list is further down in this document.)

KEY STORYTELLING PILLARS:

These are a few of the key storytelling pillars that Cinema United uses in our social media campaigns.

Moviegoining is a mass behavior

77% of Americans aged 12–74 went to see at least one movie in the past 12 months—that’s more than 200 million people. (Source: NRG, Future of Film, Aug 2025)

Habitual moviegoers are growing

The share of people who see at least six movies a year rose from 25% to 33% in the past 12 months. (Source: NRG, Future of Film, Aug 2025)

Gen Z is showing up

Gen Z is going to the movies 6.1 times a year, up from 4.9—a 25% jump. (Source: NRG, Future of Film, Aug 2025)

Theatres are investing

Exhibitors reinvested more than \$1.5 billion in upgrades, helping grow loyalty club membership by 15% to 136 million members in North America. (Source: Cinema United)

YOUR GOOGLE BUSINESS PROFILE

Your Google Business Profile is often the first impression people have of your drive-in before they visit your website or see a social post.

When someone searches:

“Drive-in near me”

“Movies tonight” or

“Things to do this weekend”

Google pulls information directly from your profile. Keeping it accurate and active is one of the easiest, highest-impact marketing actions you can take.

Why Google Business profiles matter

- It shows up in Google Search and Google Maps
- It answers key questions quickly: hours, location, what’s playing
- It helps first-time visitors feel confident showing up
- It supports PR, social media, and word-of-mouth, all in one place

Think of it as your digital marquee.

Step 1: Log into your Google Business Profile and confirm:

- Business name is accurate and consistent with signage
- Address and map pin are correct
- Phone number goes to a real person or voicemail
- Website link works
- Hours reflect your seasonal schedule

Tip: Seasonal changes are one of the biggest reasons profiles get outdated. Update hours before opening weekend

Step 2: Choose the Right Category

Your primary category should clearly describe what you are.

Recommended primary category for most drive-ins: **Drive-In Movie Theater**

If available, add secondary categories only if they truly apply (for example):

- Movie Theater
- Outdoor Entertainment Venue
- Event Venue

Avoid overloading categories. Clarity matters more than quantity.

Step 3: Write a Clear Business Description

This is not an ad. It's a plain-language explanation of what someone can expect.

Use 2–3 short paragraphs to cover:

- What kind of drive-in you are
- What makes you unique
- Who you serve (families, couples, film fans, community events)

Example:

[Your Theatre Name] is a family-owned drive-in movie theatre serving [City or Town] and the surrounding area. We offer double features, themed nights, and a classic outdoor moviegoing experience.

Our drive-in is a community gathering place, welcoming families, young movie fans, and longtime patrons throughout the season.

Write how you'd explain it to a neighbor.

Step 4: Upload the Right Photos

Photos are one of the strongest signals Google uses, and one of the biggest reasons people choose where to go.

Focus on **real, recent images**, not designed graphics.

Best photo types for drive-ins:

- Cars lined up at the gate
- Screen at dusk or night
- Families, couples, or groups (faces matter)
- Concessions stand
- Wide shots showing the outdoor space

Guidelines:

- Phone photos are fine
- Natural light helps
- Upload new photos a few times per season
- If it looks fun in real life, it belongs here.

Step 5: Use Google Posts

Google Posts are short updates that appear directly in search results.

You can use them for:

- Opening weekend announcements
- Special events or theme nights
- Seasonal reminders ("We're open this Friday!")

Simple format:

- One photo

- 1–2 short sentences
- Date or call to action

Aim for **one post every 1–2 weeks** during the season.

Step 6: Reviews Matter

Reviews help with:

- Search visibility
- Trust with first-time visitors
- Community credibility

Encourage reviews naturally:

- A sign at concessions
- A line on your website or social bio
- A friendly verbal reminder

When reviews come in:

- Respond within a few days
- Thank people by name when possible
- Keep replies warm and human. A short “Thanks for coming out. We hope to see you again soon” goes a long way.

Note: If you do not have a Google Business Profile yet, check out the resources section below for a few guides.

HELPFUL GOOGLE BUSINESS LINKS + RESOURCES

- [Google Business Profile hub](#)
- [Google Business YouTube channel](#)
- [Google Business Profile Set Up Instructions \(YouTube video\)](#)

INFLUENCER MARKETING

Drive-in theatres are, by nature, photogenic and shareable. Sunset views, vintage signage, families in lawn chairs and cars lined up under the stars is the type of content that people want to post. Influencer partnerships let you tap into that appeal by putting your theatre in front of new audiences through voices they already trust.

You don't need a massive budget or celebrity partnerships to engage with influencer marketing. For local businesses like drive-ins, the categories of nano and micro-influencers (creators with smaller but highly engaged local followings) can give you better results than bigger names. They're more affordable, more authentic, and their followers are more likely to actually visit your theatre.

Understanding Influencer Tiers

Type	Follower Count	Best For Drive-Ins?	Typical Cost
Nano-influencers	1,000–10,000	✓ Excellent	Often free (comp tickets/food)
Micro-influencers	10,000–100,000	✓ Strong fit	\$100–\$500 per post
Macro-influencers	100,000–1M	Rarely worth it	\$1,000–\$10,000+
Mega/Celebrity	1M+	Not recommended	\$10,000+

Why smaller is better for drive-ins:

- Nano-influencers have the highest engagement rates at around 2.5% compared to celebrities that have under 1%
- Their followers are often local people who can actually visit your theatre
- They're more likely to genuinely love the experience and create authentic content
- Many will partner in exchange for a great night out rather than cash

Finding the Right Local Influencers

Where to Look

1. **Your own followers:** Check who's already tagging your theatre. Your best partners may already be fans.
2. **Local hashtags:** Search #[YourCity]blogger, #[YourCity]datenight, #[YourCity]familyfun, #[YourRegion]thingstodo
3. **Niche communities:** Look for creators in these categories:
 - Family/parenting accounts
 - Local food bloggers
 - Date night and couples content
 - Retro/vintage lifestyle
 - Local event roundups
 - Photography enthusiasts
4. **Ask your staff:** They often know local creators or have friends with growing followings.

What to Look For

✓ **Engagement over followers:** A creator with 3,000 engaged local followers beats one with 50,000 passive national followers. Look at

comments to check whether or not they are real conversations or just emoji spam? (An example of “emoji spam” would be an Instagram post with hundreds of comments with emojis)

✓ **Authentic fit:** Does their content vibe match your theatre? Would their followers actually enjoy a drive-in?

✓ **Location:** Are their followers in your market? A creator based in your town but famous nationally may or may not drive local traffic.

✓ **Content quality:** Can they create visuals that make your theatre look great?

✓ **Professionalism:** Do they respond promptly? Do they disclose partnerships appropriately?

Red Flags to Avoid

- ✗ Sudden spikes in followers (may indicate purchased followers)
- ✗ High follower count but very low engagement. If they have 50,000 followers but their posts don't seem to have a lot of “likes”, then their content will probably not give you an increase in customers
- ✗ Generic comments that look bot-generated
- ✗ No history of working with local businesses
- ✗ Content that doesn't align with your business's values

Structuring a Partnership

Compensation Models

Product/Experience Gifting (Best for nano-influencers)

- Comp admission for the influencer + guests
- Food and concession credit

- VIP treatment (best spot, early entry)
- Works well for creators who genuinely want to experience your theatre

Flat Fee (Common for micro-influencers)

- Set payment for agreed deliverables
- Typical range: \$100–\$500 for local micro-influencers
- Payment on delivery of content

Hybrid (Recommended approach)

- Free experience + modest fee
- Shows you value their work while keeping costs manageable

What to Include in Your Agreement

Even informal partnerships should clarify:

1. **Deliverables:** How many posts? Which platforms? Stories, Reels, feed posts?
2. **Timeline:** When will they visit? When will they post?
3. **Content requirements:** Must tag your theatre, include location, use specific hashtag
4. **Disclosure:** They must clearly mark posts as #ad or #sponsored (FTC requirement)
5. **Usage rights:** Can you repost their content? For how long? On which channels?
6. **Approval process:** Do you review content before posting? (Keep this light—see below)

The Creative Brief

One of the biggest mistakes brands and businesses make when they work with influencers is over-controlling the content. Influencers know their audience which is exactly why you're partnering with them. Give them room to create.

What TO Include in Your Brief

- Your theatre's name, location, and social handles
- The key experience you want highlighted (sunset views, family atmosphere, specific event)
- 2-3 talking points or facts (optional)
- Any must-have shots (your sign, the screen, food items)
- Hashtags to use
- Disclosure requirements
- What NOT to include (competitor mentions, anything off-brand)

What NOT to Do

- Don't script their captions word-for-word
- Don't demand multiple rounds of approval
- Don't restrict their creative format
- Don't ask them to hide that it's a partnership

Remember: Overly polished, scripted content performs worse than authentic posts. Their audience will spot inauthenticity immediately.

Measuring Success

Before launching any partnership, define what success looks like. Choose metrics that match your goals:

Goal	Metrics to Track
Brand awareness	Reach, impressions, profile visits, follower growth
Engagement	Likes, comments, shares, saves

Website traffic Link clicks, UTM tracking

Ticket sales Promo code redemptions, "how did you hear about us?" tracking

Simple Tracking Methods

- **Unique promo codes:** Give each influencer a code (e.g., "SARAH10" for 10% off). Track redemptions.
- **UTM links:** If you have access to the Google Analytics platform on your website, you can create trackable links for each influencer using free tools like [Google's Campaign URL Builder](#). ([Here is a quick video](#) explaining how to set up UTM links)
- **Ask at the box office:** Train staff to ask "How did you hear about us?" and track responses.
- **Monitor tags and mentions:** Check your notifications and tagged posts after their content goes live.

Sample Outreach Template - Email

Subject: Collab idea: [Theatre Name] x [Their Handle]

Hi [Name],

I'm [Your Name] from [Theatre Name], the drive-in in [City]. I've been following your content and love how you capture [specific thing you noticed, like local spots, family adventures, date night ideas, etc.].

We'd love to invite you and [a guest/your family] for a complimentary evening at the drive-in. In exchange, we'd ask for [1-2 posts/stories] sharing your experience with your audience.

If you're interested, I'm happy to share more details. No pressure either way, just thought it could be a fun fit!

Best,

[Your Name]

[Your Title]

[Theatre Name]

Instagram DM Outreach Templates

Instagram DMs need to be shorter and more casual than email. Keep it friendly, get to the point quickly, and don't overwhelm them with details upfront.

Template 1: Simple & Direct

Hey [Name]! 🙌

I run [Theatre Name], the drive-in in [City]. Been loving your content, especially [specific recent post or theme you noticed].

Would love to invite you out for a movie night on us and see if you'd want to share the experience with your followers. No pressure, just thought it could be a fun fit!

Interested?

Template 2: Family/Parenting Creators

Hi [Name]!

Your [kids' names if public/family] content is so fun to follow. I manage [Theatre Name], our local drive-in, and I think your crew would have a blast here.

We'd love to host you for a family movie night and offer you admission, snacks, the whole thing, in exchange for sharing your experience.

Would that be something you're into?

Template 3: Date Night/Couples Creators

Hey [Name]!

Love the date night content you two create. I'm with [Theatre Name], the drive-in in [City], and wanted to see if you'd be up for a collab.

We'd comp you a full evening, movie, food, best spot in the lot, and you share the vibe with your audience.

Let me know if you're interested and I can send details!

Template 4: Local Food/Lifestyle Bloggers

Hi [Name]!

Saw your post about [specific local spot] and had to reach out. I run [Theatre Name] and we serve [City] since [year] and just revamped our concession menu.

Would love to have you out for a night at the drive-in, on us. If you're open to sharing the experience, even better, but mainly just think you'd enjoy it.

Thoughts?

Template 5: Following Up (If No Response After 5-7 Days)

Hey [Name], just bumping this in case it got buried! Totally understand if it's not your thing, but the invite stands if you're interested. 🎬🚗

Tips for Instagram DM Outreach

DO:

- Keep it under 100 words (DMs aren't emails)
- Reference something specific about their content
- Make the ask clear but low-pressure
- Use a friendly, conversational tone
- Try to send during business hours and not too late at night

DON'T:

- Copy/paste the exact same message to everyone (they can tell)
- Lead with your follower count or "exposure" offers
- Send a wall of text with every detail upfront
- Follow up more than once
- Get offended if they don't respond because creators get dozens of DMs daily

If They Say Yes: Move the conversation to email for details, or send a brief follow-up direct message with:

- Proposed date/time options
- What's included (admission, food credit, guests)
- What you're hoping for in return (posts, stories, etc.)
- Your email for any questions

Quick-Reference Checklist

Before the Partnership

- Defined clear goals and success metrics
- Researched the influencer's content, engagement, and audience
- Confirmed their followers are local to your market
- Agreed on deliverables, timeline, and compensation
- Clarified content usage rights
- Set up tracking (promo code, UTM link, etc.)

During the Visit

- Provide excellent experience (this IS the content)
- Ensure staff knows they're coming
- Offer photo-worthy moments (sunset timing, best parking spot)
- Don't hover. Let them enjoy and create naturally

After Posting

- Engage with their content (like, comment, share to stories)
- Track performance metrics
- Thank them personally
- Save their content (with permission) for your own channels
- Evaluate: Would you work with them again?

Building Long-Term Relationships

One-off posts rarely move the needle. The real value comes from ongoing relationships with creators who genuinely love your theatre and mention it organically over time.

Tips for building lasting partnerships:

- Follow up after campaigns with genuine thanks
- Invite them back for special events (without expecting content)
- Share and celebrate their content beyond the initial partnership
- Remember them as people, not just marketing channels
- Consider a simple "Friends of [Theatre Name]" ambassador program for your best partners

An Important Note on Disclosure

The FTC requires influencers to clearly disclose paid partnerships and gifted experiences. This isn't optional and it protects both you and the creator.

Acceptable disclosures:

- #ad or #sponsored (must be visible, not buried in hashtags)

- "Paid partnership with [Theatre Name]" (Instagram's built-in tool)
- Clear verbal disclosure in video content

Your role: Include disclosure requirements in your agreement and gently remind partners if they forget. Non-compliance can result in FTC action against both the influencer and the brand.

HELPFUL INFLUENCER MARKETING RESOURCES

- [What is influencer marketing: An influencer strategy guide for 2026 \(via Sprout Social\)](#)
- [Intro to Influencer Marketing \(via HubSpot\)](#)

TIPS & TRICKS FOR INSTAGRAM

Instagram is where your audience is already looking for their next night out. With over 2 billion monthly active users and 84% of social users having an Instagram profile, the platform has become the go-to place for discovering local businesses and entertainment options. For drive-ins, the visual nature of Instagram is a perfect match.

Drive-ins have a built-in advantage on Instagram since you're already photogenic. Unlike many businesses that struggle to find visual content, drive-in theatres offer endless opportunities for eye-catching imagery. The nostalgic aspect, dramatic lighting, and unique experience practically beg to be photographed and shared.

Key stats that matter:

- 61% of Instagram users turn to the platform to discover their next purchase or experience
- 90% of Instagram users follow at least one business
- 1 in 3 of the most-viewed Instagram Stories come from businesses
- Instagram Reels get 36% more reach than other post types (if you're not familiar with Reels, [check out this basic guide](#)).

Setting Up Your Profile for Success

Before posting content, make sure your profile is working hard for you.

Switch to a Business Account

If you haven't already, convert your personal account to a Business account. This unlocks:

- Analytics showing who's engaging with your content
- Contact buttons (Call, Email, Directions)
- The ability to run ads
- Access to Instagram Shopping features

How to switch: Settings → Account → Switch to Professional Account → Select "Business"

Optimize Your Bio

You have 150 characters to tell people who you are and why they should follow you. Make every word count.

Your bio should include:

- What you are: "Family-owned drive-in theatre since 1958"
- Where you are: City/region (helps local discovery)
- A call to action: "🎬 Check showtimes below" or "📍 Open weekends Mar–Oct"
- Your link: Consider using a link service like [Linktree](#) to include multiple destinations (showtimes, tickets, menu, etc.)

Example bio:

🎬 [Your Theatre Name]

🚗 The original outdoor movie experience

📍 [City, State] | Open Fri–Sun

🍿 Double features every night

⬇️ Showtimes & tickets

Choose the Right Profile Picture

Use your logo or a recognizable image that fits cleanly in a circle. Keep it simple since this image appears very small in feeds and comments.

Set Up Story Highlights

[Highlights](#) let you save Stories permanently to your profile. You could create highlights for:

- Showtimes/Current schedule
- Menu/Concession offerings
- About Us/Your history and story
- Guest Photos/User-generated content
- FAQ/Hours, policies, how it works

Content that Works for Drive-Ins

Try to aim for variety. Not every post should be "come see a movie this weekend." Mix promotional content with personality.

An example content ratio could be:

- 40%: Experience & atmosphere (the vibe, the setting, the feeling)
- 30%: Behind the scenes & personality (your people, your story)
- 20%: Promotional (showtimes, special events, ticket links)
- 10%: User-generated content (reposting guest photos)

Content Ideas by Category

Experience & Atmosphere

- Sunset time-lapses as the screen lights up
- Cars pulling in and finding their spots

- The big screen against a starry sky
- Families setting up blankets and lawn chairs
- Close-ups of the speaker boxes or FM tuner
- The concession stand glowing at night

Behind the Scenes

- Staff prepping the lot before opening
- Restocking the concession stand
- Testing the screen before showtime
- Throwback photos from your archives
- "Day in the life" content

Promotional

- This weekend's movies (clean graphics with titles and times)
- Special events (theme nights, live music, holiday specials)
- Season opening/closing announcements
- Ticket giveaways and contests

User-Generated Content

- Repost guest photos (credit them by tagging them and it is a good practice to ask them for permission before posting)
- Share Instagram Stories where you've been tagged
- Screenshot and share positive reviews

Engagement Posts

- Polls: "Which movie should we show for Throwback Thursday?"
- Questions: "What's your favorite drive-in snack?"
- This or That: "Popcorn or nachos?"
- Fill in the blank: "A perfect drive-in night includes _____"

About Reels

[Reels](#) are Instagram's fastest-growing format and get significantly more reach than static posts. The algorithm favors Reels, making them your best tool for reaching new audiences.

Some examples of Reels content could be:

Concept	Description	Ideal Length
Transformation	Empty lot → packed house time-lapse	15 sec
POV (Point of View)	"POV: You just arrived at the drive-in"	15–30 sec
Trending audio	Pair a trending sound with drive-in visually	15 sec
How it works	Quick explainer for first-timers	30 sec
Food prep	Making popcorn, loading nachos, etc.	15 sec

History	Old photos with "then vs. now"	15–30 sec
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Staff picks	Employee recommends this week's movie	30 sec
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Reel Best Practices

- Hook in the first second. Start with movement or something visually interesting.
- Keep it short. 15 seconds often outperforms longer content.
- Add text overlays or captions because people watch without sound.
- Post consistently. Aim for 2–4 Reels per week during your season.

About Instagram Stories

Stories disappear after 24 hours, which makes them perfect for casual, in-the-moment content. They're also where your most engaged followers check in daily.

Story Ideas

- Countdown to showtime: "Gates open in 2 hours!"
- Weather updates: "Clear skies tonight ☀️"
- Behind the scenes: Quick clips of prep work
- Polls and questions: "What snack are you grabbing tonight?"
- Ticket reminders: "Only 20 spots left for Saturday!"
- Repost guest Stories: When people tag you, share it

Story Frequency

Post Stories daily during your operating season. Even a single Story keeps you at the top of followers' feeds. On show nights, consider posting 3–5 Stories throughout the evening.

Writing Captions

Great captions turn passive scrollers into engaged followers and eventually, paying customers.

Caption Structure

1. Hook: First line grabs attention (this is all people see before "more")
2. Body: The details, story, or context
3. CTA: Tell them what to do next
4. Hashtags: Help with discovery (more below)

Example Captions

For a showtime post:

This weekend under the stars ✨

🎬 Friday: [Movie 1] + [Movie 2]

🎬 Saturday: [Movie 3] + [Movie 4]

Gates open at 7pm. First feature at dusk.

Who's joining us? Drop a 🍿 if you're coming!

🎫 Tickets in bio

For user-generated content:

This is what it's all about. 📷

Thanks for sharing, @[username]! We love seeing your drive-in nights.

Tag us in your photos for a chance to be featured.

Caption Tips

- Front-load the good stuff. The first line shows in feeds so always make it count!
- Use line breaks because walls of text get skipped.
- Include a call to action like "Link in bio," "Tag a friend," "Comment below."
- Match your tone to your brand.
- Use emojis sparingly. A few add personality; too many look cluttered.

Hashtag Strategy

Hashtags help new people discover your content. Use a mix of broad and specific tags.

Hashtag Categories

Type

Examples

Purpose

Location	#[YourCity] #[YourState] #[YourRegion]	Local discovery
Industry	#DriveInTheatre #DriveInMovie #OutdoorCinema	Niche audience
Experience	#MovieNight #DateNight #FamilyFun #WeekendVibes	Lifestyle
Seasonal	#SummerNights #FallMovies	Timely relevance
Branded	#[YourTheatreName]	Build your own community

How Many Hashtags?

Instagram allows up to 30, but quality matters more than quantity. Aim for 5–15 relevant hashtags. You can put them in the caption or in the first comment, either will work.

Create a Branded Hashtag

Encourage guests to use a specific hashtag when they post about their visit. This makes it easy to find and repost their content.

Example: #[YourTheatreName]Nights or
#[YourTheatreName]UnderTheStars

Posting Schedule

Consistency matters more than frequency. It's better to post 2-3 times a week reliably than 7 times one week and disappear for two.

Recommended Frequency

Content Type	Frequency
Feed posts	3-5 per week during season
Reels	2-4 per week
Stories	Daily during operating season

Best Times to Post

Based on general Instagram data, these times tend to perform well:

- Weekdays: 11am-1pm, 7pm-9pm
- Weekends: 10am-12pm

However, your audience may differ. Once you've been posting for a few weeks, check your Instagram Insights to see when your followers are most active.

Seasonal Considerations

- Off-season: Post less frequently (1–2x/week) but don't disappear entirely. Share throwbacks, maintenance updates, and countdowns to opening.
- Peak season: Ramp up to daily Stories and 4–5 feed posts per week.
- Special events: Post more heavily in the week leading up to theme nights or big releases.

Growing Your Following

Instagram's algorithm rewards accounts that create conversation. The more engagement your posts get, the more people see them.

To boost engagement:

- Respond to every comment within 24 hours
- Reply to DMs promptly
- Ask questions in your captions
- Use interactive Story features (polls, questions)
- Like and comment on posts from local businesses and followers

Cross-Promotion

- Add your Instagram handle to your website, email signature, and printed materials
- Mention your Instagram on your FM broadcast or pre-show announcements
- Include it on receipts, signage, and menus
- Share your Instagram posts to Facebook

Collaborate Locally

- Partner with local restaurants, breweries, or shops for cross-promotion
- Tag local businesses when relevant
- Engage with community accounts and local hashtags

Pro tip: Create a sign at your theatre encouraging guests to tag you in their photos.

Measuring Success

You can't improve what you don't measure, and Instagram's built-in Insights (available with a Business account) show you what's working.

Key Metrics to Track

Metric	What It Tells You
Reach	How many unique accounts saw your content
Impressions	Total times your content was viewed
Engagement Rate	$\text{Likes} + \text{comments} + \text{saves} + \text{shares} \div \text{reach}$
Follower Growth	Are you gaining or losing followers?

Story Views

How many people are watching your Stories

Link Clicks

Are people clicking through to your website?

Best Performing Posts

What content resonates most

How to Access Insights

Tap the three lines in the top right of your profile → Insights

You can view data for your overall account, individual posts, Stories, and Reels.

What to Do With the Data

- Double down on what works. If Reels consistently outperform static posts, make more Reels.
- Test and learn. Try different posting times, caption styles, and content types.
- Track seasonally. Compare this month to the same month last year.
- Don't obsess over follower count. Engagement rate matters more than raw numbers. 500 engaged local followers are worth more than 5,000 disengaged ones.

Quick-Start Checklist

Use this checklist to get your Instagram presence up and running:

Profile Setup

- Switch to a Business account
- Write a compelling bio with location and CTA
- Add a link service (Linktree, etc.) with key destinations
- Upload a clear profile picture (logo)
- Create 3–5 Story Highlights

Content Foundation

- Take/gather 10–15 high-quality photos of your theatre
- Plan your first two weeks of content
- Create a simple graphic template for showtimes (use Canva)
- Identify 10–15 hashtags to use regularly

Engagement Habits

- Follow local businesses and community accounts
- Set aside 10–15 minutes daily to respond to comments and DMs
- Search your location tag and engage with posts

Ongoing

- Post 3–5 times per week during season
- Post Stories daily on operating days
- Review Insights monthly to see what's working
- Repost guest content weekly (with permission)