



## **2012 GENE KELLY AWARDS – SOCIAL NETWORKING LIAISON**

### **Congratulations on being nominated to feature YOUR school musical through social networking for the 2012 Gene Kelly Awards!**

Your friends, family and all of Pittsburgh need to experience the amount of dedication and hard work that goes into your high school's musical production. As a social networking student liaison, you will have the opportunity to boost the excitement and represent your high school musical in the best way possible!

#### **The responsibilities of a social networking liaison include, but are not limited to:**

- Posting daily rehearsal photos, show photos, and videos of your current production to the Gene Kelly Awards Facebook page.
- Getting as many people as possible to "like" the Gene Kelly Awards page
- Creating "stories of the day" that feature YOUR school musical and all of the preparation!
- Posting the same or similar material onto your twitter page
- Using the hashtag, #GeneKellys for all posts
- Creating a Facebook Fan Page for your high school's current musical
- Tagging all of your posts to the Gene Kelly Award Facebook page (@Gene Kelly Awards for Excellence in Musical Theater) and twitter account (@GeneKellyAwards)

**How much will it take for you to outshine the rest?** We want to see everyone getting excited for the Gene Kelly Awards! Throughout the process, the Gene Kelly Awards' staff will be watching your daily facebook and twitter activity involving your production.

There will be a **Mandatory Liaison Meet and Greet on February 15<sup>th</sup>, 2012 at 6:00PM** at the CLO Academy (130 Academy Way, Downtown Pittsburgh). If you cannot attend this meeting, please do not accept the Social Networking Liaison position. We thank you in advance for all of your efforts and help to spread the word about your high school musical and the Gene Kelly Awards!

*Please fill out the form below, which can be submitted online at [www.pittsburghclo.org/gene-kelly-awards](http://www.pittsburghclo.org/gene-kelly-awards), or detached and sent via mail to: CLO Academy, 130 CLO Academy Way, Pittsburgh, PA 15222.*

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#### **SOCIAL NETWORKING LIAISON INFORMATION:**

**DUE FEBRUARY 1, 2012**

Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Address: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_ School: \_\_\_\_\_