



EUGENE BALLET

External research project

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I. Monitor



Summary and Purpose

The Eugene Ballet is one of the Pacific Northwest's premiere ballet companies. It's primary purpose is to provide the community of Eugene, Oregon with consistent, reliable entertainment. By observing the online conversation that's already ongoing about the Eugene Ballet, we can see what the public's perception of the Eugene Ballet is and assess what steps need to be taken-- if any-- to improve the relationship between the organization and its social media audience.



Methodology

When we were determining our methodology, we first decided to primarily monitor Facebook and Instagram because those platforms seemed to be most popular among the Eugene Ballet's main audience. We started by looking through the Eugene Ballet's mentions on each platform, then used search terms to observe further. To diversify our platforms, we also collected a few reviews from Yelp and Reddit.

We used the "three levels of listening and monitoring" thought process to identify our search terms, with level 1 containing the terms most directly related to the organization, and level 3 containing the broadest terms, as shown on the right.

We decided to use posts from 2023 and 2024 (with the exception of one notable post from December 2022) in our analysis because the Eugene Ballet's season runs from November through May, so by starting in 2023 we were able to capture posts from the full 2023/2024 season and the very beginning of the 2024/2025 season.

01.

Eugene Ballet Company
Eugene Ballet
Toni Pimble

02.

Hult Center for the Performing Arts
Midtown Arts Center
Eugene Symphony
Eugene arts
Eugene entertainment
Nutcracker Eugene


03.

Family-friendly Eugene
Indoor activities Eugene

Source	Source Credibility	Date/Time	Content	Comments
Ilka P. on Yelp	Low: source has only reviewed 22 other locations on Yelp, and only receives a few engagements on each review	April 12, 2023	I had the pleasure of attending Eugene Ballet's presentation of BOLD. Tremendously impressed with the dancers and choreographers, and with the Eugene Ballet for sharing artistic time and talent with us.	0 likes, 0 comments. This review gave in-depth insight on the depth of the show they saw. Overall positive.
Johansen Olympia Dance Center on Facebook	Medium: Source is another dance company with 2.2k followers but receives few likes and comments	November 2, 2024	A fun quick trip to Eugene to see our former students Elina Brein and Jacob Brein in Eugene Ballet's Mowgli - The Jungle Book Ballet. They did amazing! We're so proud of their hard work. BNW has presented this fantastic company in Olympia three times, so it was wonderful to see them at the Hult Center. It was also great to see longtime JODC Summer Intensive guest teacher Suzanne Haag!	36 Likes, 1 comment. Because this was posted by another dance company's profile, the praise holds even more weight.
King Whippy on Facebook	Medium: The source has 892 followers and is an established business in the Eugene/Springfield area.	August 26, 2024	Event today!! Join us for <u>Eugene Ballet Company</u> . 's season kick off! We will be there for their kickoff event from around 4:30 to 7:30. Come get a yummy soft serve ice cream treat & celebrate another season with Eugene Ballet Academy!	6 likes, 1 share. While not a review of the company or a performance, it demonstrates how the Eugene Ballet is rooted in the Eugene/Springfield community.

Source	Source Credibility	Date/Time	Content	Comments
@zbexx on Instagram	High: Source is a Eugene-based influencer	October 24, 2024	What are you going to wear for Halloween? 🎃 I can't wait to party with you at the <u>@eugeneballetcompany</u> . Haunted Hult Halloween Party!! Ages 18+, all tickets are \$25 and sold only through the <u>@hultcenter</u> , and there will be a costume contest with prizes! 💖 I'm also super excited about the Mowgli preview ~ make sure you get there early enough for the viewing 🥰	344 likes, 16 comments. This post received significantly more engagement than any others, likely because it was posted by an influencer with an independent following.
@instaballetgram on Instagram	Medium: Source is a recognized social media dance organization with 1,000 followers, and is known for putting on pop-up shows.	July 25, 2024	Sometimes all you need is an evening with <u>#instaballet</u> 😌 (and an audience dance-along phrase!) 🩰 Thanks to all who came out to create with us on Friday 💖 And HUGE thank you to Reser Family Foundation , Dayinthelife Entertainment, Lane Arts Council, and Eugene Ballet for making this possible!	36 Likes, 1 comment. This post provided great representation for Eugene Ballet because the video showcased the dancers' talent to Instaballet's larger audience.

Source	Source Credibility	Date/Time	Content	Comments
@pointemagazineofficial on Instagram	High: The source has 140k followers and regularly receives a lot of likes and posts regularly; also is a print publication	December 16, 2022	<p>Danielle Tolmie and Mark Tucker (@markdani8688) are no strangers to the great outdoors. When the Eugene Ballet (@eugeneballetcompany) principal dancers and husband-and-wife duo aren't in the studio, they can often be found stand-up paddleboarding the rivers and lakes of Oregon. These days, you might even spot their 2-year-old Luca along for the ride.</p> <p>Dive into the trio's daily workout routine on Pointe+ at the link in our bio! ✨</p>	737 likes, 12 comments. This post is barely out of our date range, but we included it anyways because it shined a light on individual dancers in the company, which no other posts did.
Boys and Girls Clubs of Emerald Valley on Facebook	High: The Boys and Girls Club is a nationally recognized organization, and the Emerald Valley chapter serves the Eugene community.	May 19, 2024	<p>Over the weekend, we had the incredible opportunity to take 30 youth from Boys & Girls Clubs to see the Eugene Ballet Company's performance of Peter Pan at the Hult Center for the Performing Arts, City of Eugene.</p> <p>The kids were absolutely mesmerized by the dancers soaring across the stage and were transported to the magical world of Neverland!</p>	32 likes, 4 comments, 2 shares. This post did an excellent job of showing that the ballet is an activity that is kid-friendly.
Orchestra NEXT on Facebook	High: Orchestra NEXT plays the live score for the ballet performances, and has 1,000 followers on Facebook.	May 28, 2024	<p>Peter Pan was magic!</p> <p>We are still in awe of this collaboration, and we could not be more proud or grateful.</p>	20 likes, 2 shares. Positive review that combines Orchestra NEXT's independent audience with the Eugene Ballet's audience.

Source	Source Credibility	Date/Time	Content	Comments
@any_astronomer_4872 on Reddit	Medium: The account has been active for years and the user primarily comments on threads in other dance-related forums	May 25, 2024	[Replying to a thread about small, but high quality ballet companies]: When PDX Contemporary Ballet was still open they were excellent. Amy Seiwert’s Imagery was also very very good, and Eugene Ballet as well.	2 upvotes. Shares to a far wider audience that the Eugene Ballet is a “very good” company.
@Artswatch on Instagram	Medium: The artswatch Instagram account only has 3,000 followers and barely receives any engagement, but its website is more fleshed out and diligently reports on arts happenings in Oregon	October 28, 2024	November DanceWatch: A rich design for Toni Pimble's 'Mowgli' at Eugene Ballet	10 likes, 0 comments. Raises awareness of the upcoming show to those who might not know about it.
Chris Scofield on Facebook	Medium: The source has 782 Facebook friends and receives minimal engagement, but is a published author.	November 1, 2024	I’ve only seen the trailers, but I literally gasped when I saw the costumes, sets and puppets for this production! My God it’s beautiful. if I was 20 years younger, I’d be throwing myself at Toni and Hayden! Thank you for gifting our community again and again with your stunning originality and talent. 	7 likes, 0 comments. This review is overwhelmingly positive, and indicates just how passionate fans of the Eugene Ballet are.

Screenshots



Ilka P.

Veneta, OR

📍 3 ⭐ 22 📷 39



Apr 12, 2023

I had the pleasure of attending Eugene Ballet's presentation of BOLD.

BOLD is comprised of 4 unique and innovative pieces by different Choreographers. This is not a typical classical ballet. Thankfully the Program prepared me with some context.

TRIPTYCH is based on the transformation of British Serviceman during Afghanistan deployment. My first thought was, "Ballet in camo, who would have thought"? I found the pieces fascinating, artistic with a military/martial arts kind of feel, depicting strength and precision. To the extent that military effort is a means to peacekeeping, this was a hopeful way to connect harsh reality and creative expression. I'd love to hear what a Veteran would think or feel. I really appreciated this ballet.

PENUMBRA, the second piece, is more intimately relational and the most traditional, beautifully fluid, delicate and lovely to watch. The dancers make this all look effortless.

FOIL is creative and held my interest with the variety of dance moves, costumes, lighting and breaks between segments. Also, beautiful to take in.

CHOROS is lively and athletic and showcased dancer's strength, technique and energy.

Tremendously impressed with the dancers and choreographers, and with the Eugene Ballet for sharing artistic time and talent with us.



Helpful 0



Thanks 0



Love this 0



Oh no 0



Orchestra NEXT · [Follow](#)

May 28 · 🌐



Peter Pan was magic! ✨

We are still in awe of this collaboration, and we could not be more proud or grateful. There are many thanks to be given including: Kenji Bunch, the Eugene Ballet, the Hult Center, and all of the production team handling lighting, staging, and flying! We would also like to thank our donors and all of the audience members who make these shows possible and complete.

We hope you enjoyed this production, and we cannot wait to see you all back in the Hult next season!

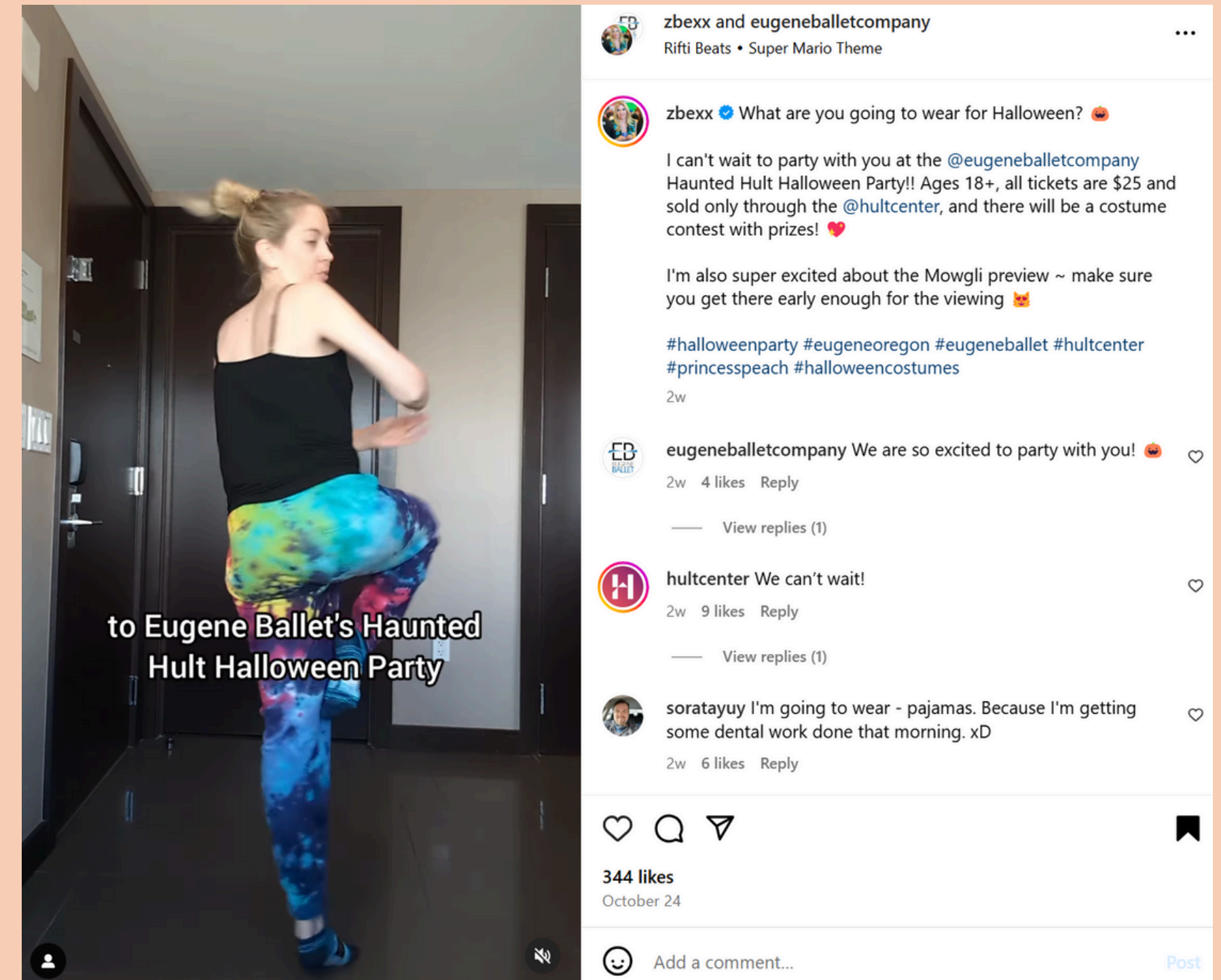
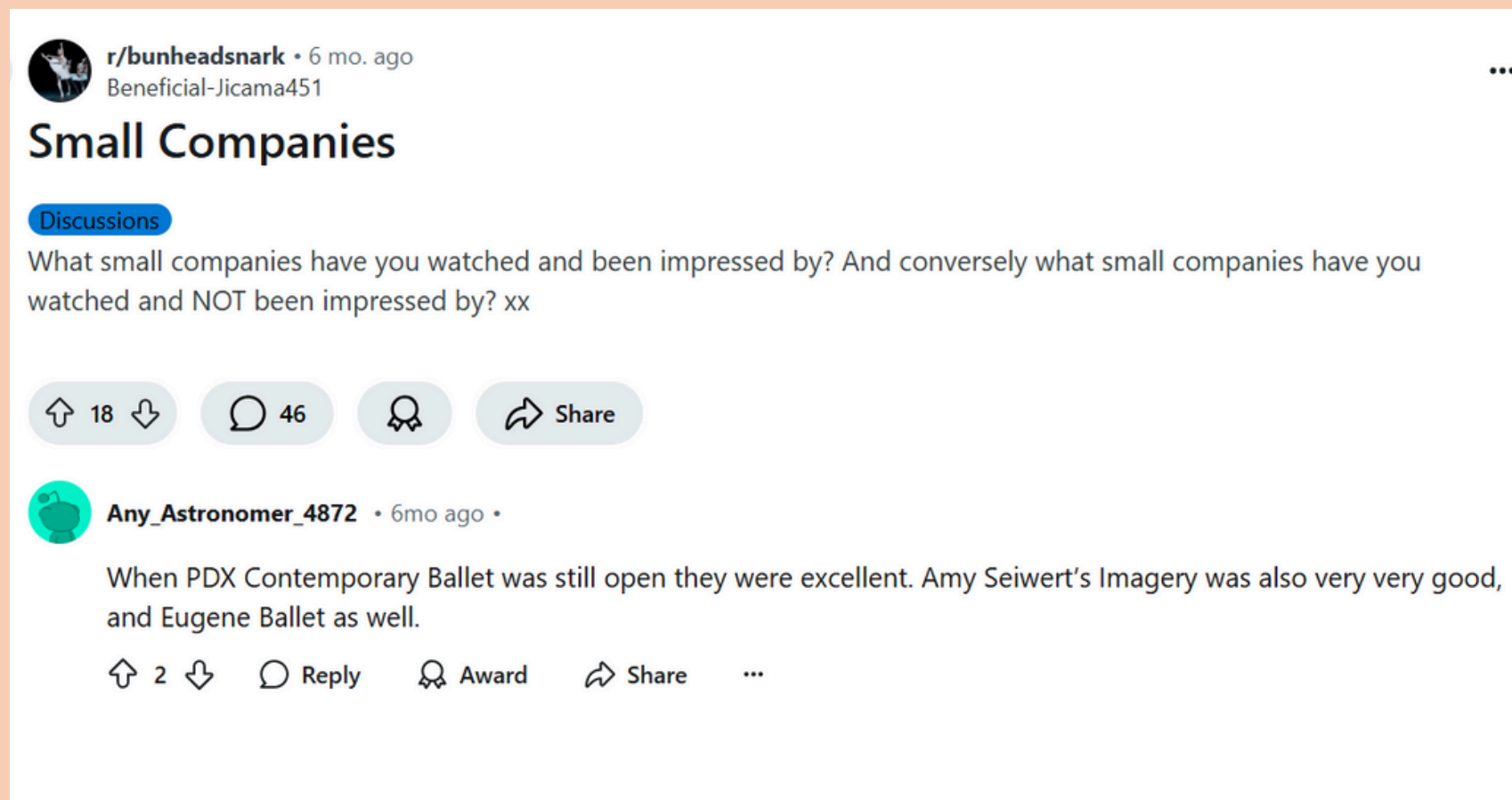
📷: Andy Nelson




👍❤️ 20

2 shares

Screenshots




Screenshots

**Chris Scofield**
November 1 at 4:52 PM · 🌐




I've only seen the trailers, but I literally gasped when I saw the costumes, sets and puppets for this production! My God it's beautiful. if I was 20 years younger, I'd be throwing myself at Toni and Hayden! Thank you for gifting our community again and again with your stunning originality and talent.🙏🏻




[https://www.orartswatch.org/november-dancewatch-a.../...](https://www.orartswatch.org/november-dancewatch-a.../)










ORARTSWATCH.ORG


November DanceWatch: A rich design for Toni Pimble's 'Mowgli' at Eugene Ballet
• Oregon ArtsWatch

 7

 Like  Comment  Share

 Write a comment...     


**instaballetgram** • Follow
eats.travels • i just needed a holiday 🌴




**instaballetgram** Sometimes all you need is an evening with #instaballet 😊 (and an audience dance-along phrase!) 🦋


Thanks to all who came out to create with us on Friday ❤️ And HUGE thank you to Reser Family Foundation , Dayinthelife Entertainment, Lane Arts Council, and Eugene Ballet for making this possible!

#createtogether #danceisforeveryone #eugene #dance #theblockishot

18w



 41 likes
July 7

 Add a comment... Post

Conclusion

01.

The public's perception of the Eugene Ballet is positive, but engagement is low

In all of the observations made throughout the monitoring process, we didn't come across any negative comments or reviews about the Eugene Ballet. People who are attending performances are leaving with positive experiences, so the service being provided is high quality. The problem lies in the fact that posts and reviews about the Ballet receive little to no engagement, so those posts aren't being shared outside of the poster's following.

02.

There is very little attention from recognized outlets

Aside from the few notable mentions outlined in the table, we only came across two news spotlights on Eugene Ballet, both from before our date range. Seeking out coverage from local news sources like the Daily Emerald, Eugene Weekly and KVAL by sending out press releases and inviting press to dress rehearsals would likely raise more awareness in the community of upcoming events.

03.

Eugene Ballet could engage with audiences more

The Eugene Ballet has a very active social media presence, but with low follower engagement. To remedy this, the Eugene Ballet could encourage engagement by prompting followers in the caption to like or comment on the post. Additionally, by establishing a hashtag that fans can use when posting about the ballet, the Eugene Ballet account can put in more effort to like, share, and comment on those posts so that users are "rewarded" for engaging with the content.

II. Competitive Analysis



Summary and Purpose

A competitive analysis is a worthy research tool because it offers insights into what is working in your industry by looking at the social media strategies of similar businesses. By studying competitors' content, engagement rates, and platform and post type choices, we can identify trends, strengths, and gaps within the market.

This information helps tailor a business's social media strategy to what already works in the industry, and what doesn't.



Methodology

How we conducted our research.

01.

We conducted our research by first identifying competitors by speaking with Eugene Ballet as well as researching other ballet companies.

02.

Then, we looked at each ballet companies' social media accounts on Facebook, Instagram, Twitter (X), Tiktok, and Youtube. We noted how many followers and posts they had.

03.

Then we collected data from a 7 day period on their accounts to get their average post frequency, likes, shares, comments, types of posts, and engagement. We also looked at their brand specific hashtags, use of instagram highlights, their bios, ratings and reviews, trends, etc.

Eugene Ballet	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	33.2k	1,650	6.2k	1.13k	998
Posts (Total)	1,375	-	-	127	-
Likes (Avg)	164	-	18.25	-	99
Comments (Avg)	0.8	-	1.75	-	0
Shares (Avg)	10.6	-	2	-	4
Types of Posts	3 reel posts, 1 single image posts, 1 carousel post	-	3 single image posts, 2 link posts, 2 group image posts, 1 share post	-	Video post
Frequency	5 posts in 7 days	Not active in 7 days	8 posts in 7 days	Not active in 7 days	1 post in 7 days
Engagement	Likes comments, sometimes comments back.	None	Comments back to questions, rarely likes comments.	Does not engage.	Likes comments, sometimes comments back.

SF Ballet	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	294k	59.9k	390k	34.4k	17k
Posts (Total)	3,544	-	-	542	-
Likes (Avg)	3,403	42	281.5	-	272
Comments (Avg)	22.333	0.14	7.7	-	.6666667
Shares (Avg)	211.83	7.4	58	-	6.3
Types of Posts	6 reel posts	6 video posts, 1 group image post	6 video posts	-	Video posts
Frequency	6 posts in last 7 days	7 posts in 7 days	6 posts in 7 days	Not active in 7 days	3 posts in last 7 days
Engagement	Doesn't typically respond to comments unless someone has a question or concern	none	Does not engage	Likes comments	Likes comments



Competitor 1: SF Ballet



Tapping into Trends

- Balletcore Aesthetic
- Flying into the weekend liiike...


Engaging Story Posts


- 20+ Up to date Insta Highlights
- Promos/giveaways
- Partnerships with local businesses

Brand Specific Hashtag

- #discoversofballet
- #sfbgoesnuts
- #sfbtakesmadrid
- #sfbontour

Bio

- Transcend the Ordinary
 - 3 Links in Bio:
[Sprout.link/sfballet](https://sprout.link/sfballet)
sfballet.org/24-25-season
sfballet.org/productions/nutcracker
- 



sfballet

Follow

Message

+8

...

3,547 posts

294K followers

587 following

San Francisco Ballet

@sfballet

Artist

Transcend the Ordinary

Tickets for Nutcracker and the 2025 Season on Sale Now

sprout.link/sfballet + 2

Followed by meghan.duke

Madrid...

24/25 ...

Raising...

Mere M...

Mere M...



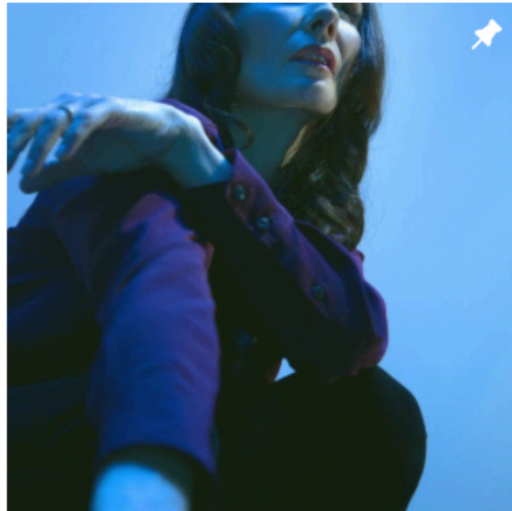


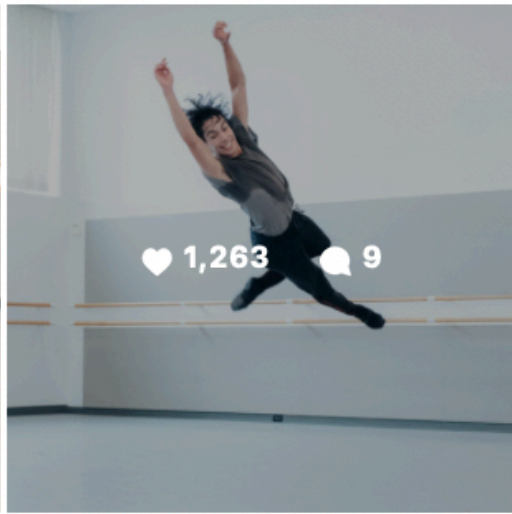
Creatio...


2024

POSTS

REELS

TAGGED



sanfranciscoballet

SF Ballet

Follow

Message

...

204 Following

17.2K Followers

502.2K Likes

San Francisco Ballet




IG: @sfballet

www.SFBallet.org

Videos


Reposts

Liked

Find related content

...



sanfranciscoballet

SF Ballet · 5d ago

Follow

Add a little magic to your holiday season with this Sugar Plum Fairy special ticket offer. Right now, save up to 44% on

original sound · SF Ballet

4949

9

203

https://www.tiktok.com/@sanfranciscoballet/video/7...

Copy link

Comments (9)

Creator videos

Arielle Dietz

This tutu is BEAUTIFUL

4d ago

Reply

36

Emmers

She and the costume are so stunning

4d ago

Reply

11

seajay.unblocked

I remember seeing her play the toy doll last year I think

2d ago


Reply

1

milflower420.69

Add comment...

Post



San Francisco Ballet

390K followers · 217 following

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Fundraisers

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Intro

Come backstage with SF Ballet on Facebook! Like our Page to join our community, connect with our artists, and receive exclusive offers.

Featured

San Francisco Ballet

at San Francisco Ballet

September 4th

Tickets to our 24/25 Season Now On Sale

https://bit.ly/3KxXOnC

Just Announced

Principal Dancer Sasha De Sola & Soloist Julia Rowe are the...

San Francisco Ballet

3 days ago

...


Don't sleep on our Sugarplum Special! Act now to save up to 44% on Nutcracker tickets: <https://bit.ly/35ETc1H>

Use promo code SUGARPLUM and save big on: December 6, 7, 8, 10, 11, 12, 13, 6p & 7p

Main floor seats for \$65, \$95, \$140 + handling fee

Offer ends 11/14

#sfbgoesnuts #discoversfballet (Nikisha Fogo in SF Ballet's Nutcracker)



With almost eight times the number of Instagram followers compared to Eugene Ballet, San Francisco Ballet stands as an organization that Eugene Ballet can aim towards and learn from. They often tap into popular social media trends like the Balletcore aesthetic, and use informal language such as “flying into the weekend liike...,” that seems to aim towards a younger, millennial / Gen Z audience. In addition, with promos, giveaways, and partnerships they make sure their large audience is also an engaged one, proven through their comments and "shared" numbers

OR Ballet Theatre	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	3,544	-	-	542	-
Posts (Total)	3,403	42	281.5	-	272
Likes (Avg)	22.333	0.14	7.7	-	.6666667
Comments (Avg)	211.83	7.4	58	-	6.3
Shares (Avg)	6 reel posts	6 video posts, 1 group image post	6 video posts	-	Video posts
Types of Posts	2 single image posts, 2 carousel posts	-	3 single image, 2 group image, 1 link, 1 share	-	1 Video
Frequency	4 posts in last 7 days	-	7 posts in 7 days	Not active in 7 days	1 post in 7 days
Engagement	Likes comments but does not comment back	-	Likes some comments, does not comment back	Answers comments with questions. Likes comments	None



Competitor 2: OR Ballet Theatre



Trends

- Use of demure
- “on point”


Brand Specific Hashtags

- #pdxarts
- #oregonballettheatre
- #pdxfamily

Engaging Story Posts

- Using ask a question tool, polls tool
- Up to date story highlights
- Promos/Giveaways

Bio

- Come find your story with us!
 - Use of links: linkin.bio/oregon-ballet-theatre
- 

PNW Ballet	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	233k	13.1k	178k	165k	7,319
Posts (Total)	3,193	-	-	790	-
Likes (Avg)	1,017.5	-	123.4	149	-
Comments (Avg)	6.81	-	3.4	1	-
Shares (Avg)	35.6	-	9.3	-	-
Types of Posts	3 reel posts, 3 carousel posts, 5 single image posts	-	5 single image posts, 1 group image post, 1 video post	2 full video posts, 0 shorts	-
Frequency	11 posts in 7 days	Not active in 7 days	7 posts in 7 days	2 posts in 7 days	Not active in 7 days
Engagement	Likes comments, posts polls, but does not respond to comments	None	None	None	Likes some comments



Competitor 3: PNW Ballet



Trends

- “In da clurb, we all fam”
- Memes
- ASMR
- “Leaping into the weekend like”
- What’s in the bag
- “Lewks”
- HOTTOGO
- Balletcore


Engaging Story Posts

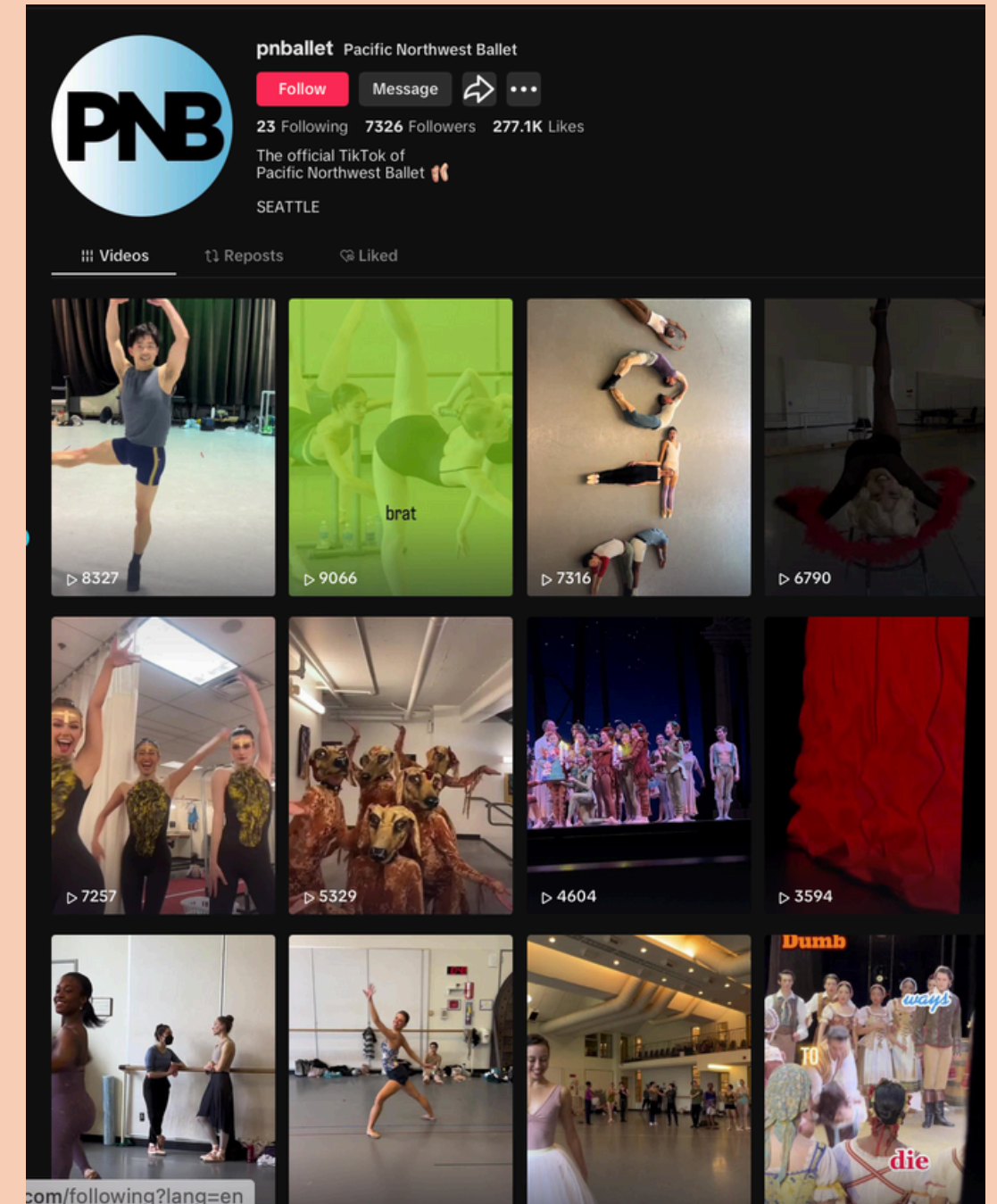
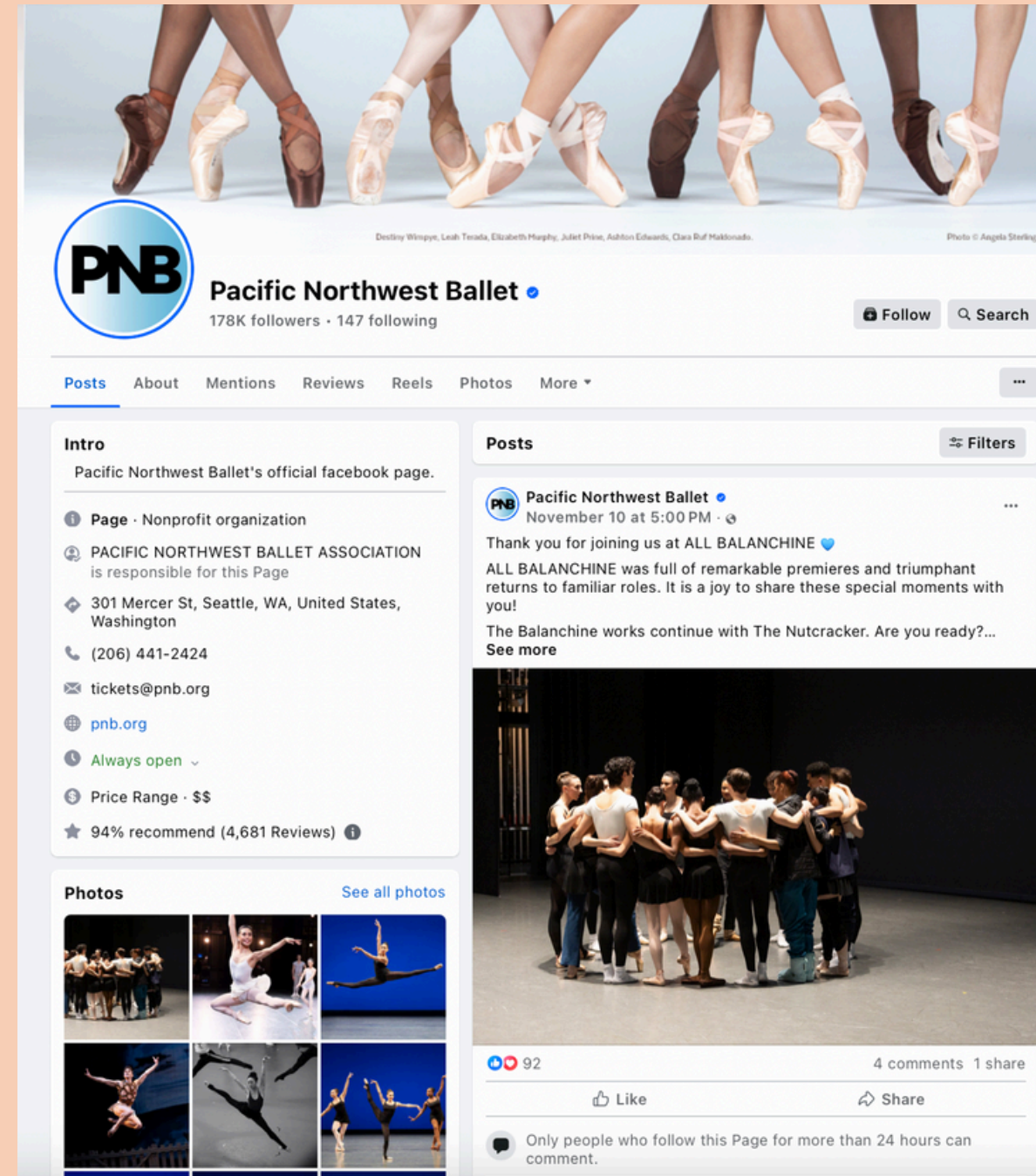
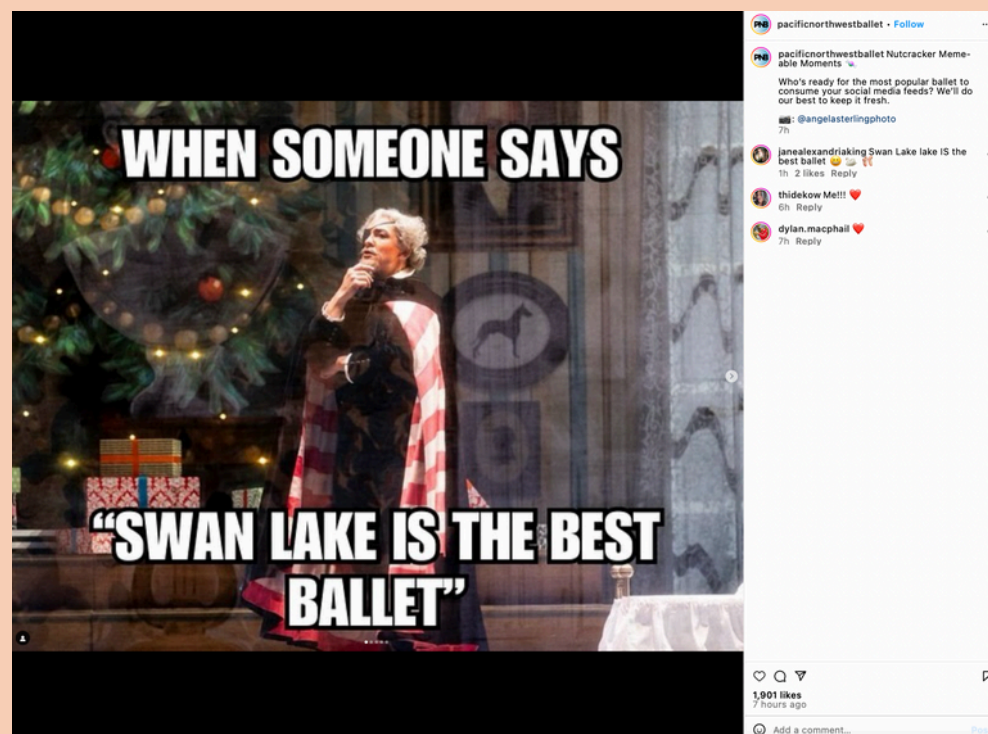
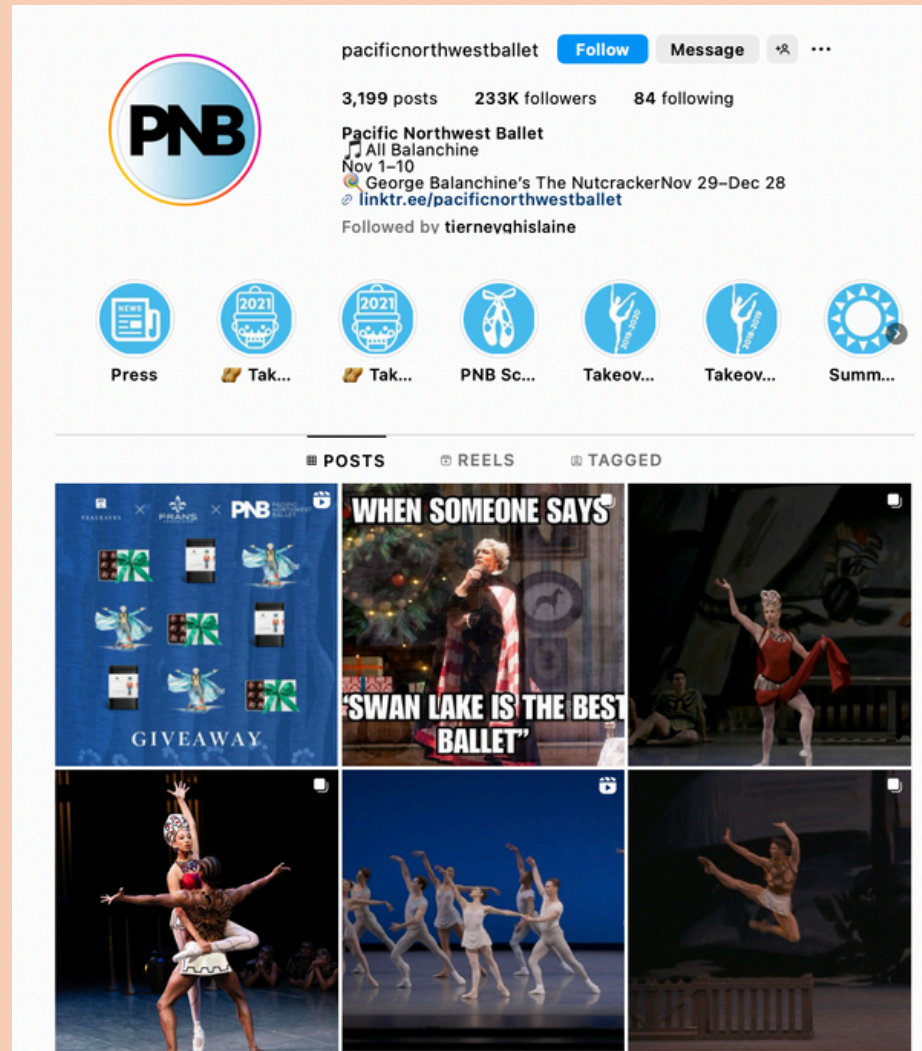
- Cohesive story highlights (not up to date)
- Promos/ Giveaways

Brand Specific Hashtags

- None

Bio

- All Balanchine
 - Use of links: linktr.ee/pacificnorthwestballe
- 



PNW Ballet, headquartered in Seattle, Washington, again has a much larger following than Eugene Ballet. Again Eugene Ballet can learn from them in their social content. PNW Ballet often uses casual language, referencing memes, and tapping into social media trends like ASMR and the HOTTOGO dance trend. They use slang-filled language including “leaping into the weekend like” and “lewks.”

Boston Ballet	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	297K	50k	272K	19K	6, 315
Posts (Total)	3,190	-	-	628	Can't see
Likes (Avg)	1,306.2	-	208		125.3
Comments (Avg)	5	-	5	-	0.67
Shares (Avg)	30.8	-	8.83	-	2.3
Types of Posts	1 single image post, 1 reel, 3 carousel posts	-	1 single image post, 1 video post, 4 multi-image posts.	-	2 carousel posts, 1 video post
Frequency	5 posts in the last seven days	Has not been active since February 2023	6 posts in the last 7 days.	Zero posts in the last seven days, last post was 8 days ago.	3 posts in the last 7 days.
Engagement	Likes comments but do not respond to them.	Does not respond to comments.	Does not respond to comments	-	Does not respond to comments



Competitor 4: Boston Ballet



Trends

- Jump into the weekend like
- Feature friday
- Guess who
- Tutu Tuesday


Engaging Story Posts

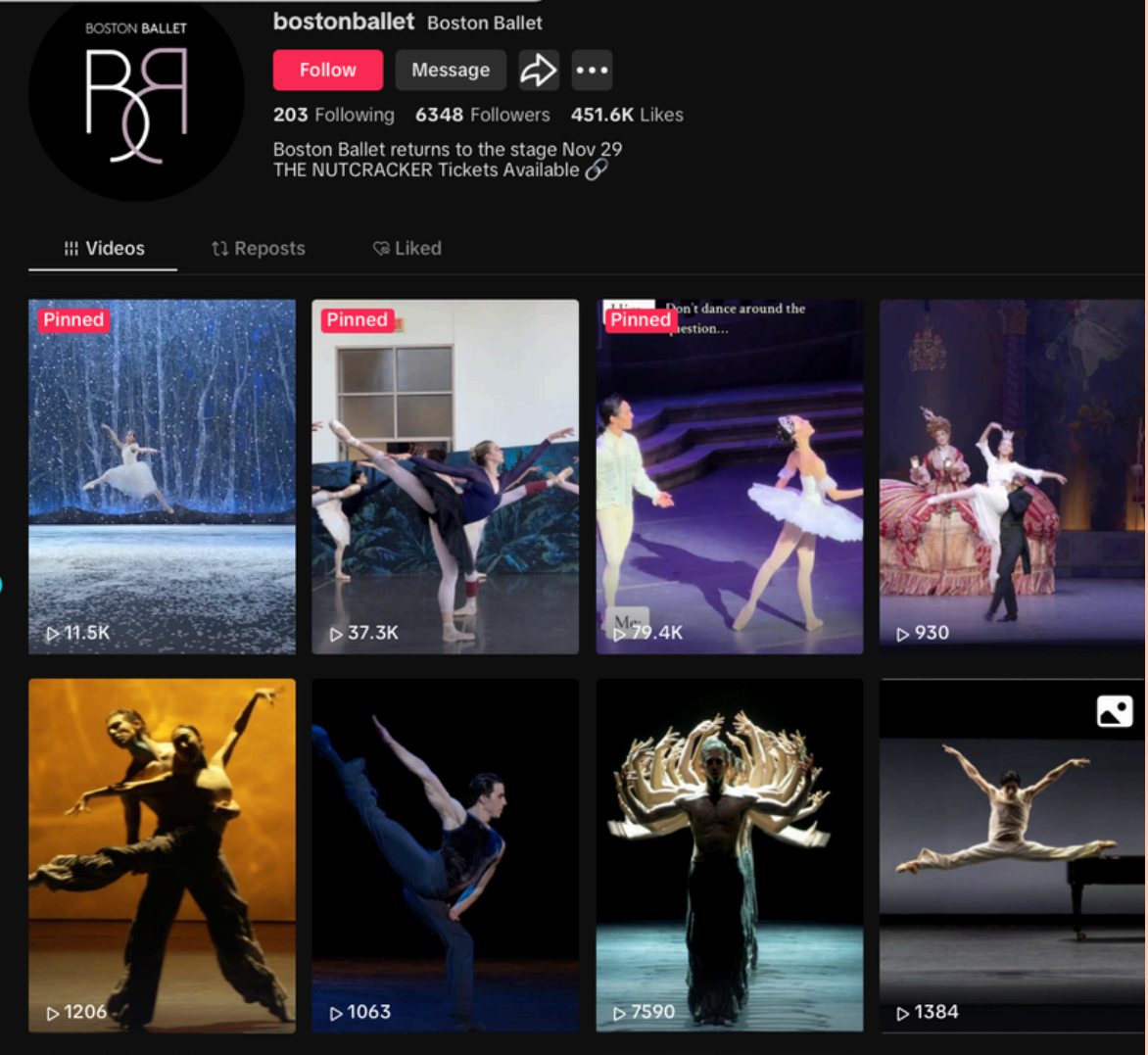
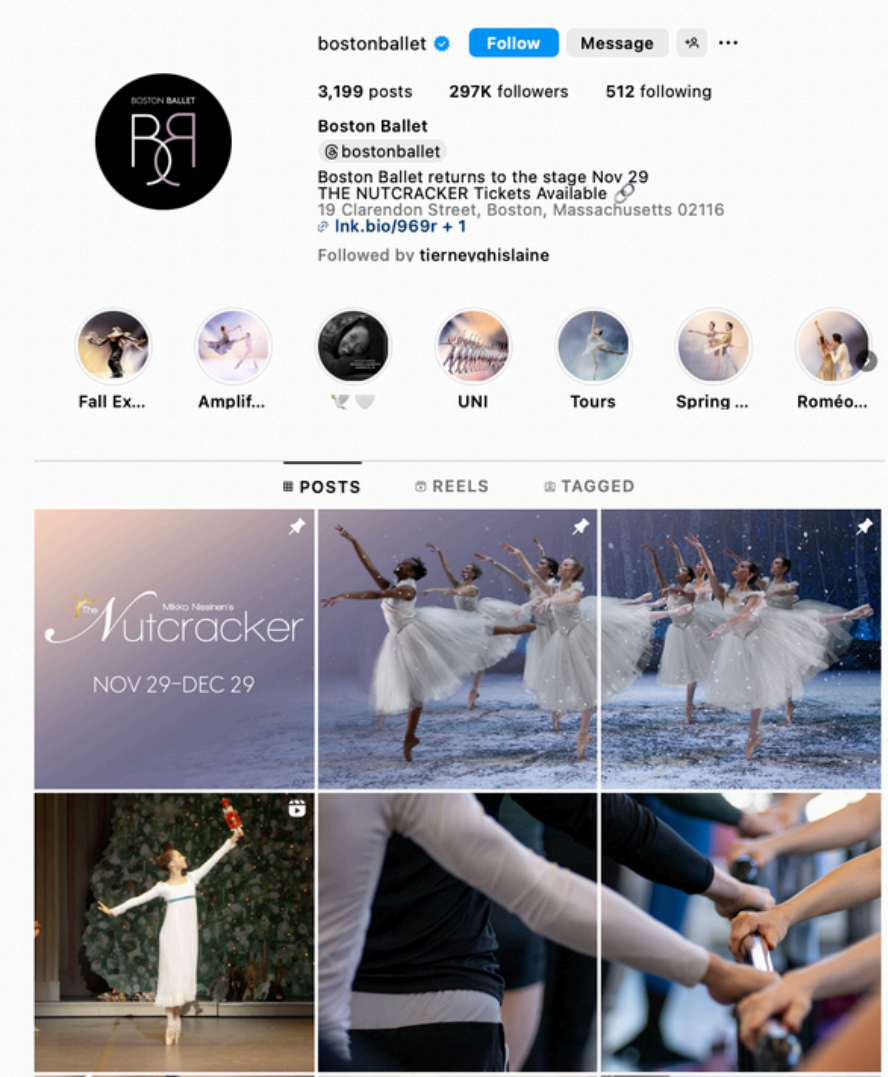
- Up to date story highlights
- Account takeovers
- Countdown tool, poll tool

Brand Specific Hashtags

- #BostonBallet
- #BBFall
- #BBFallExperience

Bio

- Not unique
 - Links in bio:
lnk.bio/969r
bit.ly/4eIJazA
- 



Boston Ballet is also a bigger competitor Eugene Ballet could learn from. Their social media follows many weekly posts like “Tutu Tuesday” and “Feature Friday” posts, as well as many interactive posts with “Guess Who” grid posts, and countdowns and polls in their story. They also utilize account takeovers to better humanize their dancers and let audiences learn more about the members of the team.

Ballet Fantastique	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	3,129	1.2K	2.9K	413	78
Posts (Total)	2,163	Can't see.	Can't see	99	-
Likes (Avg)	41.14	-	9	-	-
Comments (Avg)	2	-	1	-	-
Shares (Avg)	4.43	-	0		-
Types of Posts	4 reels, 3 single image posts	-	1 still image post	-	-
Frequency	7 posts in the last 7 days	Has not been active since January of 2022.	1 post in the last 7 days.	Zero posts in the last seven days, last post was two weeks ago	Last post was in September
Engagement	Occasionally will respond to comments.	Can't measure as they do have comments on their posts.	Can't measure as they don't get comments.		Does not seem to respond to comments.



Competitor 5: Ballet Fantastique



Trends

- Very mindful, very demure
- Filming the content v Editing the content
- into the weekend like
- POV
- Do you even lift?


Engaging Story Posts


- promos/giveaways
- BTS
- No polls, questions, or other engagement tools
- Use of up to date story highlights

Brand Specific Hashtags

- #balletfantastique
- #bfanlife

Bio

- Bold new dance theatre handcrafted in the PNW
 - Link in bio:
linktr.ee/Balletfantastique
- 



balletfantastique

Follow

Message

...

2,165 posts

3,134 followers

1,191 following

BALLET FANTASTIQUE

Artist


BOLD NEW DANCE THEATER


HANDCRAFTED IN THE PNW


@academyofballetfantastique

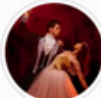
linktr.ee/Balletfantastique


Followed by eugene_opera


ALICE


CINDE...

BABES ...

NEVER...

ROBIN ...

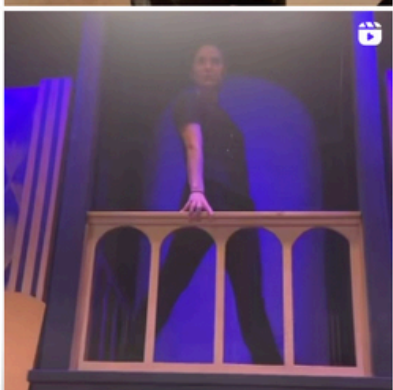

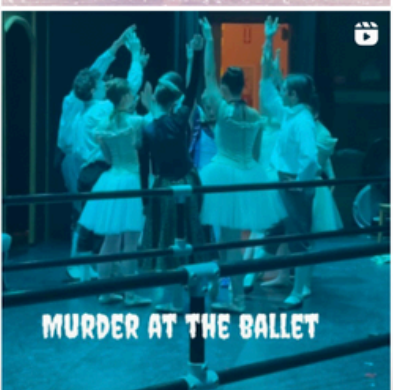






EMMY...


TAKEO...

POSTS

REELS

TAGGED





Ballet Fantastique

2.7K likes · 2.9K followers

Learn more

Message

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Posts

About

Mentions

Reviews

Reels

Photos

More

Intro

BFan re-imagines the future of dance—building inclusive new audiences through contemporary ballet pre

Page · Arts & entertainment

960 Oak St, Eugene, OR, United States, Oregon

(541) 342-4611

info@balletfantastique.org

balletfantastique.org

Open now


Price Range · \$\$

94% recommend (55 Reviews)

Featured


Upcoming events

Sat, Nov 30 at 7:30 PM and 1 more

American Chris...

14 Interested · 1 Going

Sat, Nov 30 at 7:30 PM

American Chris...


4 Interested · 5

See all events

Sun, Dec 1 at

Posts

Filters



ballet_fantastique

balletfantastique

Follow

Message

...

24 Following

78 Followers

1711 Likes

BOLD NEW DANCE THEATER


Handcrafted in the PNW

Eugene, OR


Videos

Reposts


Liked



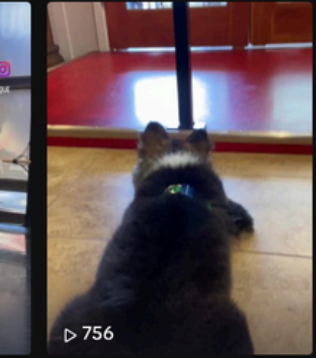
1535




744





in the Vineyard| Sat Aug 31 Silvan Ridge




756









JOIN US FOR A PICNIC AND A SHOW

Ballet Fantastique is another small organization focused in Oregon. Though they are small, they are pretty active on their Instagram, occasionally responding to comments, posting seven times in the last seven days, tapping into social media trends, and using language like “Very mindful very demure,” “Going into the weekend like” and “Do you even lift.” Though they have promos, giveaways, and behind-the-scenes content, they do not use polls, direct questions, or other engagement tools. They are not active on Twitter, YouTube, or Tiktok, and have only one post in the last seven days on Faceboo

Portland Ballet	Instagram	Twitter	Facebook	Youtube	TikTok
Followers (Total)	2,994	127	36K	494	537
Posts (Total)	946	-	-	71	-
Likes (Avg)	90	-	21	-	-
Comments (Avg)	0	-	0	-	-
Shares (Avg)	4	-	1.5	-	-
Types of Posts	2 Reels	-	2 Reels	-	-
Frequency	2 posts in the last 7 days	Has not posted since October 2018	2 posts in the last 7 days (Same 2 posts that were posted on their Instagram)	Last post was 1 year ago.	Last post was in 2023
Engagement	Does not seem to respond to comments	Does not have engagement to track.	Does not seem to respond to comments	-	Does not get comments



Competitor 6: Portland Ballet



Trends

- None


Engaging Story Posts

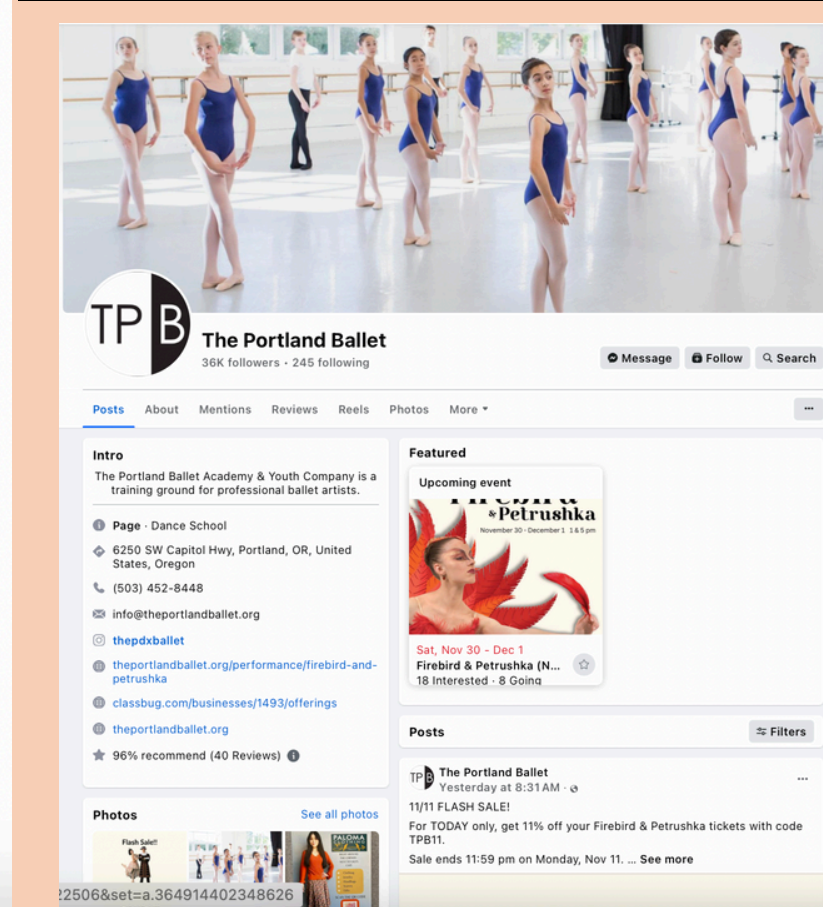
- Story highlights
- Pop quiz
- Takeovers
- BTS
- No use of engagement tools

Brand Specific Hashtags

- None

Bio

- Generic
 - Links in bio:
theportlandballet.org
- 



Portland Ballet is another smaller ballet organization that targets much of the same audience as Eugene Ballet. They don't often follow trends or utilize brand-specific hashtags and are not currently active on their Twitter, Youtube, or TikTok accounts, and almost all of their Facebook activity is simply reposts from Instagram, which may explain their lowering following. They also do not have much engagement on their posts, and their posts don't seem to offer much follower engagement



Analysis & Takeaways

This research shows how other ballet companies are using their social media and what is working or not working for them which can be useful in determining what can be useful or not useful for Eugene Ballet's social media in the future. From this information, we can determine that Twitter (X) may not be a useful social media to focus on as most of the other companies have not been active on it for a while and they all have lower followings there compared to other social media sites. It also looks like Tiktok and YouTube are not as active as Instagram and Facebook overall, so more energy should be put into keeping up with engagement on Instagram and Facebook or it could give them the opportunity to set themselves apart from their competitors by using Tiktok, Twitter, and Youtube more. San Francisco Ballet has set an example of effective social media strategies that Eugene Ballet could utilize, proven by its following and engagement rates. This could be due to their use of a brand-specific hashtag in each of their posts, their up-to-date story highlights, their giveaways and partnerships, their use of trends, and consistent posting, all things Eugene Ballet can learn from the future.



III. Influencer Identification



Summary and Purpose

In order to effectively leverage Eugene Ballet's social media presence, it is important to consider partnering with influencers who are relatively local to the Pacific NorthWest (PNW). In doing so, this will allow an increased audience and an additional platform(s) to promote performances, programs, events, and Eugene Ballet as a whole. While influencers are provided a platform to distribute their own unique content, they are given the freedom to authentically promote Eugene Ballet as a company and all of the hard work and passion that goes into each individual performance.

Methodology

In order to properly navigate these potential partnerships we aimed to find influencers that are based in the PNW with a similar target audience. We used specific hashtags and relevant key words in conducting our search in order to find influencers that obtain an audience interested in the performing arts. We determined influence by measuring follower/interaction rates of micro influencers/influencers with at least 20,000+ followers.

Platforms Used

- Instagram
- Tiktok
- YouTube
- Facebook



Hashtags Used

#oregonballet
#oregondance
#pnwdance
#eugenedance

Name	Platform and Details (URL, Follower count)	Rationale	Actionable Recommendation
Angelica Generosa	Instagram (@angenerosa) 22k followers, likes ranging from 5k-300	Angelica is a principal dancer with The PNW Ballet. She uses her platform on Instagram to share her experiences as a ballet dancer, behind the scenes content, and has frequently collaborated with @pacificnorthwestballet	Reach out via Instagram DM to pitch a potential collaboration, such as a behind-the-scenes series to promote upcoming performances such as The Nutcracker.
Jonathan Batista	Instagram (@balletdude) TikTok (@theballetdude) 96k IG Followers, 4500 TikTok followers	Jonathan is a principal dancer with the PNB (Pacific Northwest Ballet). He uses his platforms to share his daily life as a ballet dancer, via Instagram and TikTok. His content and collaborations resonate with people interested in dance and the performing arts.	Reach out via Instagram DM or email, and offer to fly him out to do a “social media takeover” since he often shares day-in-the-life content. He could attend an event or a rehearsal to gather exclusive content of everything that goes into Eugene Ballet’s intricate performances.



Angelica Generosa

Micro-influencer



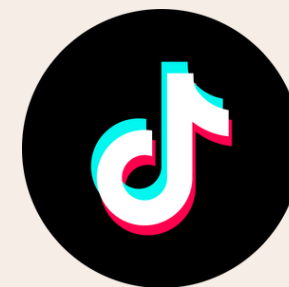
@angenerosa

Jonathan Batista

Influencer



@balletdude



@theballetdude

Name	Platform and Details (URL, Follower count)	Rationale	Actionable Recommendation
Sneha Desai (@sneadesai)	Instagram (@sneadesai) 300k followers, likes ranging from 350k-700 YouTube (@sneadesai) 450k subscribers, views ranging from 5k-12M Facebook (Sneha Desai) 250k followers	Sneha Desai is a dance choreographer and digital creator based in Oregon, who primarily uses her platforms to promote dance, lifestyle, and travel content. She frequently leverages her platform through collaborating with brands and influencers within the dance community.	Engage with her content via Instagram, , Facebook, and YouTube before formally reaching out to begin establishing a proper business relationship. Reach out to her business email and request a virtual or in-person Bollywood-ballet masterclass taught by Sneha Desai hosted by Eugene Ballet.



Sneha Desai

Influencer



@sneadesai



@sneadesai



Sneha Desai

Conclusion

Through collaborating with dance influencers based in the PNW, there is an opportunity to effectively leverage Eugene Ballet's brand as a company through its social media presence. The Influencers we selected are credible members of the dance community and given their similar target audiences to Eugene Ballet, it goes without saying that building a business relationship with any of these options would broaden their reach.

Furthermore, partnering with larger influencers such as Sneha Desai will allow more diverse communities to engage with Eugene Ballet's content, which will foster a more inclusive and inventive art organization.