

#meetopera

WELCOME TO #MEETOPERA

#meetopera is a national social media campaign to help audiences discover all the ways they can experience opera. Coordinated by OPERA America, the campaign calls on artists, companies, and fans to use their social media platforms to showcase opera's diversity, resiliency, and innovation.

Together, we can reshape the way people view opera and the opera-going experience. We can surprise, inspire, and defy expectations. We can welcome newcomers to an art form transformed during the pandemic and show experienced opera-goers what's new, now, and next.

By using the #meetopera hashtag, you can contribute your narrative to a shared picture of opera's vibrancy. Your posts will appear to all who follow the hashtag, expanding your social media reach and following. And collectively, we can build new audiences for opera nationally.

KEY MESSAGING

1. **Opera is varied.** It can look, sound, and be experienced in many ways. It encompasses different styles, scopes, and subjects, as conveyed through choices of repertoire, production, design, and more.
2. **Opera is alive.** It is ever-changing. It responds to social issues, embraces technology, is innovative and adaptable. New American works continue to be created and performed daily.
3. **Opera can happen anywhere.** And it can happen anywhere safely: in theaters, schools, drive-ins, stadiums, tents, parks, bars, and elsewhere. Plus, online performances and virtual events make opera more accessible.
4. **Opera involves people of all races, ethnicities, cultures, and walks of life.** It can be for, by, and about everyone in our communities. And it contributes to the livelihood of artists, artisans, administrators, and more.
5. **Opera is open.** In-person and in-theater performances may not be possible everywhere just yet, but artists and companies have never stopped creating.

HOW TO GET INVOLVED

The #meetopera campaign will run from April 26, 2021, through March 2022. Throughout this time:

- Add the hashtag #meetopera to any of your regular posts that align with campaign messaging.
- Encourage your followers to follow the hashtag #meetopera.
- Tag @OPERAAmerica for a chance to be featured on our social media and other channels.
- Share and engage with content produced by other artists, companies, and OPERA America.
- Encourage fellow colleagues and artists to join in.

OPERA America will provide regular prompts to give you content creation ideas and will notify you when special, coordinated posts require special attention.

QUESTIONS

The OPERA America team is here to help at every step in the way. Reach out to Emma Storm, digital marketing manager at OPERA America, at ESTorm@operaamerica.org.