

Table of content

Introduction	7
1. New forms of communication with the audience in theaters	9
1.1 Marketing in theatre	11
1.2 Public theatre on the Internet	16
1.3 Forms of theatre promotion	18
1.4 Methods for attracting the audience	19
1.5 Social media marketing in public theatres	21
2. Cultural institutions in social media on the example of Polish public theatres ..	26
2.1 Facebook	32
2.2 Google+	41
2.3 Twitter	44
2.4 YouTube	47
3. Polish operas in social media – comparative analysis	51
3.1 Operas' Internet websites	53
3.2 Polish operas in social media	55
4. New media in promotion of cultural institutions. Case study	61
4.1 Analysis of the presence of Gliwice Music Theatre on the Internet	62
4.2 Online community portals	73
5. Game mechanisms in marketing activities of cultural institutions	78
5.1 Gamification in theatre	80

5.2 Consumers of cultural offer	83
5.3 Cultural ‘game’	85
5.4 Gamification mechanism in marketing	87
6. Exercise materials	91
6.1 The Silesia Theatre in Katowice	93
6.2 The Theatre of Zagłębie in Sosnowiec	103
6.3 Gliwice Music Theatre	110
Literature	122