

ARTIST TAKEOVERS

HANDING OUR VOICE TO OUR ARTISTS

THE ATLANTA
OPERA

#CHIQUITAINSTAGRAMMA

*Instagram
Takeover!*



RESEARCH

WHAT

WHEN

HOW

WHY

DELIVERY



The Atlanta Opera

@TheAtlantaOpera



Enjoying some fresh mountain air with
[@worthmatthew](#). #silentnight
#WilkowskeTweets



2:22 PM - 30 Oct 2016

3 Retweets 14 Likes



3

14



The Atlanta Opera

@TheAtlantaOpera



How does the #silentnight cast relax after a
successful wandelprobe? By watching the
latest episode of [@WestworldHBO](#)!!!!



10:19 PM - 30 Oct 2016

5 Retweets 14 Likes

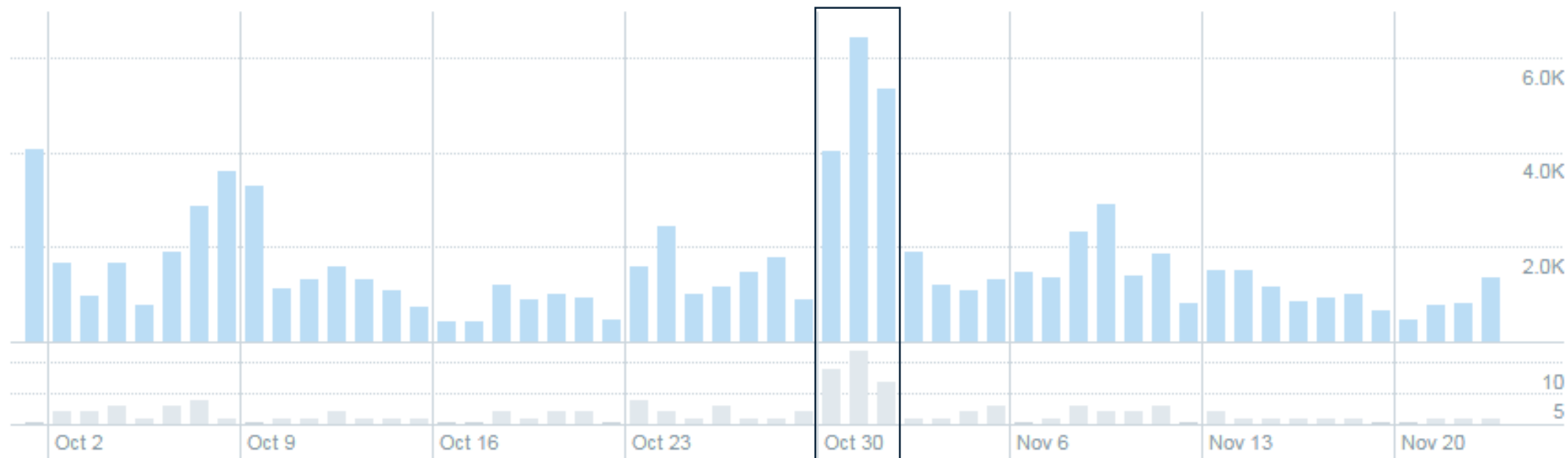


2

5

14





The Atlanta Opera @TheAtlantaOpera
 Enjoying some fresh mountain air with
 @worthmatthew. #silentnight
 #WilkowskeTweets
pic.twitter.com/v17apjYWdp



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3

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2

Hashtag clicks

1

hashtag clicks

-



theatlantaopera

theatlantaopera DON PASQUALE opens tonight! Chorister @caitlina915 (a.k.a Carmen Miranda) is doing an #instagramtakeover to take you behind the scenes and backstage for opening night. Stay tuned! #atlpasquale #chiquitainstagramma 🍷🍷🍷

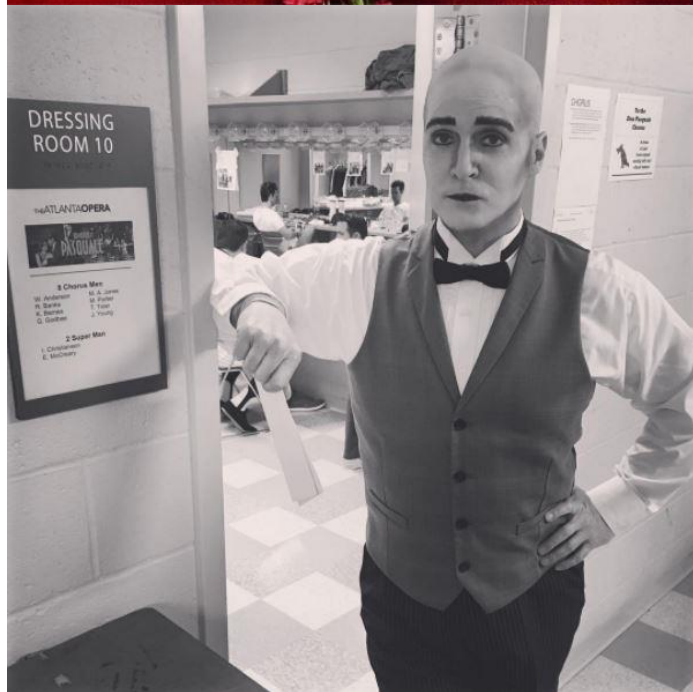
georgijarman ❤️
bilgilibass @theatlantaopera Toi toi toi for everybody!!! 🍷🍷🍷



54 likes

MARCH 25

Add a comment...



theatlantaopera
Cobb Energy Performing Arts Centre

theatlantaopera Max is on official #backstagebusiness! #atlpasquale #blackandwhite #silentfilm #hollywood #chiquitainstagramma

lalli.dele Great performance! Love it! 🍷



75 likes

MARCH 25

Add a comment...



theatlantaopera

theatlantaopera Fantastic opening night! Don Pasquale runs 3/28, 3/31, and 4/2. Get your tickets now! #atlmusic #atlpasquale #opera #donpasquale #atlanta #chiquitainstagramma dmb_fkn_monk bet

leg_warmers_by_kddancenyork 🍷
@kddancenyork 🍷



104 likes

MARCH 25

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theatlantaopera
Cobb Energy Performing Arts Centre

theatlantaopera Our Norina @georgijarman being fabulous during intermission! ☑️ #atlpasquale #boomerang #hollywood #starlet #diva #soprano #opera #operadivadresscollection

georgijarman ❤️🍷🍷🍷
lalli.dele Bravissima! 🍷
htuneuk This is awesome.
jjac6869 Bravo tonight.



327 views

MARCH 25

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THANK YOU!

QUESTIONS?

THE ATLANTA
OPERA