



### Motherland Spring 2014 Tour: The Digital Journey



#### VincentDanceTheatre

@VincentDT

Touring dance theatre company. Brave, intelligent entertainment... The Times

📍 Brighton

🌐 [vincentdt.com](http://vincentdt.com)

🕒 Joined April 2009

TWEETS

829

PHOTOS/VIDEOS

40

FOLLOWING

393

FOLLOWERS

2,702

FAVORITES

29

@**VincentDT** was set up in 2009 as a company twitter account. It was used primarily to promote performances and connect with VDT audiences. To date it has 2,702 followers. Our new strategy allowed us to use @**VincentDT** to promote the work of VDT and Charlotte Vincent, using @**VincentDT** to market VDT as a company and @**VDTMotherland** to market the show.

TWEETS

242

PHOTOS/VIDEOS

58

FOLLOWING

1,998

FOLLOWERS

613

FAVORITES

21

@**VDTMotherland** was set up in early 2014 as a marketing tool for VDT's Motherland Spring Tour 2014. This allowed us to have a dedicated twitter feed encouraging and engaging with audiences to come and see Motherland. This included posting backstage and rehearsal photos, videos of warm ups and providing our followers with up to date reviews and information about Motherland. In under four months we generated 242 tweets and gained 613 new followers. We used @**VincentDT** to retweet specific tweets to encourage a cross-breed of followers between our two accounts.

#### VDT Motherland

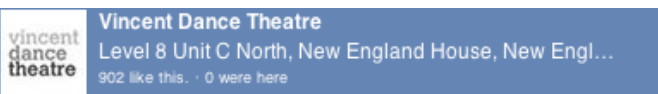
@VDTMotherland

Touring the UK this Spring 2014, Vincent Dance Theatre's (@[vincentdt](https://twitter.com/vincentdt))

Motherland is a funny, dark and moving show about where men and women are now.

📍 4th March - 5th April 2014

🌐 [motherland.org.uk](http://motherland.org.uk)



902 likes

**Facebook.com/vincentdance** is VDT's company Facebook page. During the Motherland Spring Tour 2014 we used this as a marketing tool to connect to our audiences and encourage ticket sales. This was achieved through asking our followers for reviews of Motherland, posting photos of the 2012 Motherland Tour and posting interviews with cast and crew talking about the creation and touring of Motherland.

## Motherland Rehearsals in Brighton 23<sup>rd</sup> February – 1<sup>st</sup> March 2014



VDT's Motherland Rehearsals start this weekend! The grass is grown and costumes are ready, first stop, [@ContactMcr](https://twitter.com/ContactMcr) [pic.twitter.com/6ZYPPdvsSV](https://pic.twitter.com/6ZYPPdvsSV)

Reply Delete Favorite More



RETWEETS 5 FAVORITES 6

8:31 AM - 20 Feb 2014

Flag media

RETWEETED BY

[Chloe Bishop](#) @ChloeEmmaBishop · Feb 26

Feeling very lucky to be surrounded by such gorgeous live music from the Motherland cast at rehearsals today

2

[VDT Motherland](#) @VDTMotherland · Mar 1

Performer notes and reflections on Motherland. Themes of power, sexuality and contradictions



1

View more photos

[VDT Motherland](#) @VDTMotherland · Feb 25

Normal day in the [@VincentDT](#) office as Motherland rehearsals start in Brighton performing [@ContactMcr](#) very soon.



4 3

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9 people like this.



**Sue MacLaine** Brilliant to see Adrian performing. What a great thing. Southbank, here you come. Rock it out!  
1 March at 07:51 · Unlike · 1

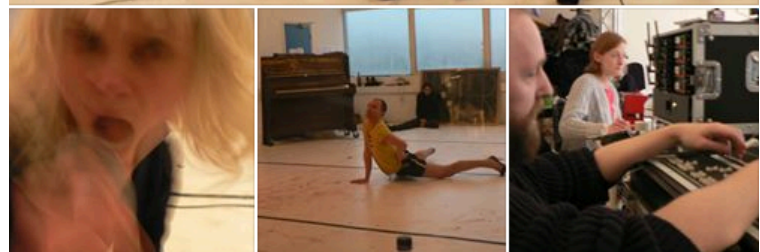


**Vincent Dance Theatre** Thanks Sue! Dress Run today so we are ready to rock on March 4th in Manchester and the Southbank on the 6th!  
1 March at 11:45 · Like



**Vincent Dance Theatre** added 6 photos to the album **Motherland 2014 Brighton Rehearsals**.

Posted by Caroline Holloway [?] · 28 February







Like · Comment · Share





9 2 1



Contact Theatre, Manchester  
4<sup>th</sup> March 2014




 **Contact, Manchester** @ContactMcr · Mar 3  
Our 1st @WonderWomenMcr event is Tue as @VDTMotherland hits  
#manchester contactmcr.com/motherland Check out fest prog  
creativetourist.com/articles/art/m...  
Expand  Reply  Retweeted  Favorite ... More

 **Jason Crouch** @jasonjcrouch · Mar 4  
the splendid @VDTMotherland by @VincentDT is a beautiful, funny, fragile epic.  
Urge everyone, everywhere to see this proud and noisy woman  
Expand  Reply  Retweet  Favorite ... More

 **Debbie Newton** @NewtonDebs · Mar 5  
@ContactMcr @VDTMotherland A beautiful aesthetic with wonderful engaging  
performers. Funny, clever & heartbreaking exploration of gender!  
Expand  Reply  Retweet  Favorite ... More

 **Eggs Collective** @EggsCollective · Mar 6  
And the beautiful, poignant and funny @VDTMotherland that we were lucky to  
see @ContactMcr, are also @WOWtweetUK and on today!  
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Queen Elizabeth Hall, Southbank Centre  
Women of the World (WOW) Festival  
6<sup>th</sup> March 2014

 **Charlotte W Cooper** @charlwcooper · Mar 6  
so @VDTMotherland says anything you could ever want to say about being  
woman, as well as a man, about being human. my heart has exploded.  
📍 from Lambeth, London  
Expand  Reply  Retweeted  Favorite ...



 **Georgenie** @Georgenie · Mar 6  
Amazing performance of @VDTMotherland at @WOWtweetUK. Lots to think  
about. Again?  
📍 from Hammersmith and Fulham, London  
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 **Plunge Theatre** @PlungeTheatre · Mar 6  
Tonight we saw the striking @VDTMotherland @WOWtweetUK packed full of  
memorable reflections on womanhood & provides much to think about!  
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 **Arbonauts** @ARBONAUTS · Mar 7  
80 vignettes in 2hrs - stripped down scrutiny of female and male archetypes -  
hysterical slo-mo domestic violence @VDTMotherland #WOWtweetUK  
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Nottingham Playhouse  
12<sup>th</sup> March 2014



**Charlotte Hodkinson** @hodkinsonc · Mar 10

Kind of nervous with excitement at seeing @VDTMotherland on Wed  
@SkyMirror Hoping my bf will be even more affected by it than me.

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**Nottingham Playhouse** @SkyMirror · Mar 10

@VDTMotherland from @VincentDT is a powerful combination of dance,  
physical theatre, music, humour & rage - one night only @SkyMirror Wed

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RETWEETED BY



**Princess Pea** @phaaedra · Mar 6

@chazzavincents Motherland was just an incredible piece of theatre and  
would urge anyone to go and see it. #outstanding #moving #theatre



2



1



Harrogate Theatre  
20<sup>th</sup> March 2014



**Ali Schofield** @Ali\_Schofield · Mar 17

so looking forward to @VDTMotherland with my folks @HGtheatre Thursday...  
and the inevitable slut shaming explanation I'll have to give dad

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**Ali Schofield** @Ali\_Schofield · Mar 20

@VDTMotherland @HGtheatre "the best thing I've ever seen" was his verdict.  
Amazing, thanks for a great performance x

from Harrogate, North Yorkshire

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**Beth Savage** @BethisSavage · Mar 21

Confrontational, playful and intimate exploration of post-Girl Power feminism in  
@VDTMotherland's dance-theatre-live music opus #Motherland.

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The Castle, Wellingborough  
27<sup>th</sup> March 2014



**Hannah Robertshaw** @Hannah\_YD · Mar 22

@vdtmotherland You inspired me to write this.

The view from Hannah's window [wp.me/p4qQjd-M](http://wp.me/p4qQjd-M) via @wordpressdotcom

View summary

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....I will go though. I want to support this work and pay money for my ticket. I also want to take my parental friends. I want them to be moved in the way I was. This one, I can sell in the playground. There's something to connect with...it's about us all.

RETWEETED BY

**Dance4** @Dance\_4 · Mar 20

Winding its way through airbrushed beauty comes MOTHERLAND, Thursday 27 March, The Castle, Wellingborough [ow.ly/uiSXX](http://ow.ly/uiSXX)

1 ...



Eden Court, Inverness  
29<sup>th</sup> March 2014



**Helen Addy** @addy\_helen · Mar 30

@VDTMotherland @VincentDT @EdenCourt Hugely absorbing, beautiful, intimate and thought provoking performance at Eden Court last night. Wow!

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RETWEETED BY VDT MOTHERLAND



**Alex Croft** @alexrobertcroft · Apr 3

So @VDTMotherland - stylish, beautiful music, unexpectedly funny, powerful and with an outstandingly talented cast. Liked it a lot.

2 ...



**Tim Johnston** > Vincent Dance Theatre

31 March at 20:12 ·

Went to see this on Sat evening very powerful stuff. Loved it emphasises that there is still a long way to go before we achieve equality and also move away from the sexualization of young women. More publicity for brilliant work like this is needed.

Like · Comment



**Vincent Dance Theatre** Thank you Tim. Glad it is still affecting after two years on the road and thank for coming.

31 March at 22:49 · Like

West Yorkshire Playhouse, Leeds  
3<sup>rd</sup> April 2014



**Hannah Geary** @HannahGeary\_ · Apr 3

@VDTMotherland tonight and I could not be more excited 🍌 #dancedance

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**Rebecca Hollingsworth** Wow! What an amazing show. Truly, well done. Love, love, loved it. ❤️



**Laura Griffiths** @LauraEGriffiths · Apr 3

@alexrobertcroft @VDTMotherland the cast were amazing weren't they? Full of surprises! Now where did I put my 9 inch platforms?!

💬 View conversation

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**Wieke Eringa** @dutchyinleeds · Mar 21

Great: people from different walks of life saying they have their tix for @VDTMotherland @WYPlayhouse ow.ly/uPvCO #importantshow

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**VincentDanceTheatre** @VincentDT · Apr 4

Wonderful comments about @VDTMotherland @WYPlayhouse last night - TOMORROW is the final performance @dancecity - come and join us!

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Dance City, Newcastle  
5<sup>th</sup> April 2014



**Text Artist** @TextArtist · Apr 5

Well @VDTMotherland that was totally AWESOME @dancecity . If only I could see it again tomorrow / so much to absorb and think about.

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**Faetal Theatre** @FaetalTheatre · Apr 5

Wow! So pleased I caught the last show of @VDTMotherland. @VincentDT You guys seriously rock!

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**dancecity** @dancecity · Apr 4

"absorbing, beautiful, intimate and thought provoking" few words used to describe @VDTMotherland

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**VDT Motherland** @VDTMotherland · Apr 7

Thank you @dancecity for making the last night of motherland.org.uk @VincentDT Spring Tour 2014 truly memorable.

↩ 1 ★ 🗑 ...