



Social media deployment guide **- for Orkester Norden x Silvana Imam's video session**

On the very important day: August 17th, Orkester Norden will release a video session of its performance with Swedish rapper Silvana Imam. The video will feature a classical arrangement of Silvana's track 'Väck Mig När Ni Vaknat.'

Arranger Jørgen Lauritsen has arranged the track and incorporated bits from the tour repertoire, including elements from Edvard Grieg's 'Piano Concerto' and Johannes Brahms' 'Symphony No. 4.' The video also features upcoming Norwegian R&B/rap star Unge Ferrari.

A truly Nordic collaboration with the freshest young classical talents from the North, a mind-blowing Swedish rapper and an up-and-coming Norwegian R&B artist!

In a joint effort, all orchestra members, all collaborators and partners of Orkester Norden, all venues and concert halls, and Silvana Imam will share the video on social media on the same date, to create massive awareness about the orchestra and its upcoming Nordic tour.

We need you to share the video and spread the news about the tour **- here's WHAT YOU DO:**



Facebook video sharing

On Wednesday, August 17th, after 5 pm, you visit

<https://www.facebook.com/nordicyouthorchestra/>

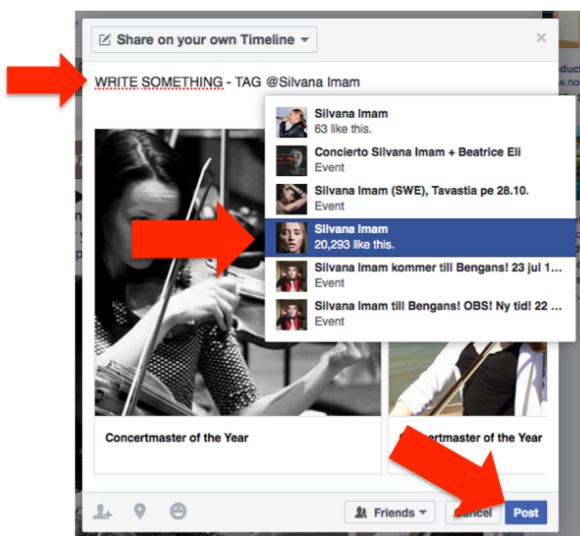
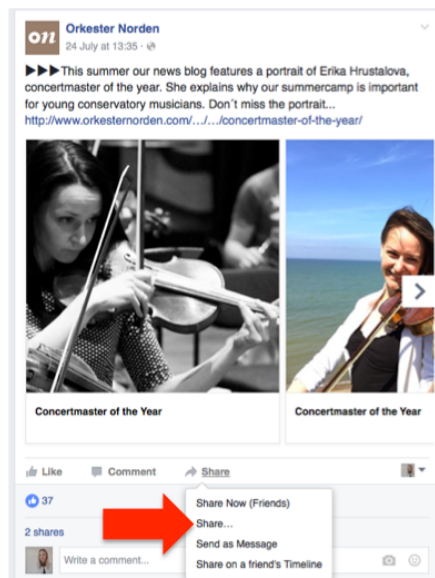
and share the Facebook video that has been uploaded and features Orkester Norden and Silvana Imam.

In your post kindly write some words about the orchestra tour, Silvana Imam, Unge Ferrari and the video. Tag Orkester Norden, Silvana Imam and Unge Ferrari, by providing a "@" before their name, and include this link to the tour: <http://www.orkesternorden.com/english/summercamp-2016/tour/>

Feel free to use and copy this text into the post you share:

I am so excited to tour with @Orkester Norden starting August 20th! Check out the final result of the warm-up session we did in the studio with rapper @Silvana Imam and @Unge Ferrari and check out tour dates here: <http://www.orkesternorden.com/english/summercamp-2016/tour/>

#orkesternorden #ondk16 #silvanaimam #ungeferrari #musikkenshus #drkoncerthuset #stockholmkonserterhus #uppsalakonsertkongress #helsinginmusiikkitalo #goingontour



Facebook events

Please invite all your Facebook friends and followers to the local Facebook event for the tour:

- Aalborg/DK: <https://www.facebook.com/events/246212222428035/>
- Copenhagen/DK: <https://www.facebook.com/events/882787445182820/>
- Stockholm/SE: <https://www.facebook.com/events/2052569981634960/>
- Uppsala/SE: <https://www.facebook.com/events/1793276674292199/>
- Helsinki/FI: <https://www.facebook.com/events/1570652463238559/>



Instagram video reposting

Repost the video uploaded on Orkester Norden's Instagram page:

<https://www.instagram.com/orkesternorden/>

Tag: @silvanaimam and @orkesternorden and @ungeferrari

Repost: You repost an Instagram video by using the app "Repost"

- Download for iPhone and Android here: <http://repostapp.com/>

Or upload a still photo from the session – we'll send you photos by email.

List of SoMe Channels for tagging the orchestra, artists and the venues

Silvana Imam

<https://www.facebook.com/silvanaimam/>

<https://www.instagram.com/silvanaimam/>

Orkester Norden

<https://www.facebook.com/nordicyouthorchestra/>

<https://www.instagram.com/orkesternorden/>

Unge Ferrari

<https://www.facebook.com/ungeferrari/>

<https://www.instagram.com/ungeferrari/>

Concert houses

Aalborg: <https://www.facebook.com/musikkenshus/> and

<https://www.instagram.com/musikkenshus/>

Copenhagen: <https://www.facebook.com/drkoncerthuset/> and

<https://www.instagram.com/drkoncerthuset/>

Stockholm: <https://www.facebook.com/StockholmsKonserthus/>

Uppsala: <https://www.facebook.com/uppsalakonsertkongress/>

Helsinki: <https://www.facebook.com/Musiikkitalo/> and <https://www.instagram.com/musiikkitalo/>

Hashtags

#orkesternorden #ondk16 #silvanaimam #ungeferrari #musikkenshus #drkoncerthuset
#stockholmkonserthus #uppsalakonsertkongress #helsinginmusiikkitalo #goingontour

The video is also online on Orkester Norden's YouTube page:

<https://www.youtube.com/user/ONauditons>

And website: <http://www.orkesternorden.com/english/summercamp-2016/tour/>