Social media marketing has become one of the most prevalent tools advertisers and marketers are using to share their brand or product’s story today. Through platforms like Facebook, Twitter, Instagram, Snapchat, and Pinterest, marketers are constantly trying to come up with innovative ways to reach their audience. All different types of products and brands have accounts on social media platforms, from consumer-packaged goods to drinks to books and even movies, but one area in particular has been hesitant to embrace social media – Broadway shows. Despite being one of America’s oldest art forms and a popular form of entertainment, many Broadway shows have not jumped onto the social media bandwagon. The reason for this hesitancy is unclear. It is unknown whether certain Broadway shows have an “isn’t broke, don’t fix it” mentality when it comes to current marketing techniques, or if the potential for a failed campaign have made many Broadway marketers uncertain if a social media campaign could bring success. Through quantitative research from studies that are currently available on the subject as well as considering the concept of social exchange theory and through 9 in-depth interviews, this thesis presents a look at the Broadway marketing sphere today and how social media marketing will help (hopefully) navigate its future.