



# SOCIAL MEDIA HANDBOOK 2014

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## Welcome!

Building a broad, dynamic, engaged community around your project is the goal of any film's marketing plan—especially when crowdfunding—and social media should represent a healthy percentage of your efforts. If you want your impact on social networks to be authentic (spoiler alert: you do!), the work can be time-intensive. But it's also rewarding: it's hard work getting others to like, follow and share the work that you're so passionate about, but when they do, the payoff can be exponential.

Because platforms change constantly, no one knows *everything* there is to know about social media. But I've spent the last six years digging in and figuring out best practices, first at the Tribeca Film Festival—where I developed the company's social media from scratch—and later working with individual film and festival clients. Being a curious and often fearless person means that I've learned best by *doing*, and so can you.

Social media is not rocket science, but some tried-and-true components work better than others. Follow these steps—and be creative! add your own!—and you'll be on your way to a successful campaign. Good luck! If you have any questions, come find me at @kmc1213.

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## STEP 1: INITIATE YOUR AUDIENCE

One of life's undeniable truths is that you have to start somewhere. Before you kick off your Seed&Spark campaign, it's key to make your film findable in the social media universe.

All social media marketing (and crowdfunding, too, come to think of it!) starts with the people who already know, respect, and love the talented people connected to the film. Every person involved in the production needs to use his or her social media platforms to amplify the message and ask their friends and family to support the film. This—and possibly Facebook ads—will form an invaluable base from which to grow.

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### CREATING PLATFORMS

When determining platforms, there are some key things to remember:

1. **Fish where the fish are.** Don't ignore the tried-and-true platforms.
2. **Keep it fresh.** If you create an account and tell people about it, you have to keep it updated.
3. **Don't spread yourself too thin.** Being ambitious is fine, but start small and grow.
4. **Pick a handle.** Keep the account names consistent across platforms.

#### Must-dos: Facebook and YouTube

- These are the two platforms with the biggest audiences. (See rule #1.)
- All ages can be found on **Facebook**, and **YouTube** is the 2<sup>nd</sup> largest search engine behind Google—and they are basically connected—so (as much as you love Vimeo) you can't afford to not be there, and with lots of keywords...

#### Maybe?: Instagram

- Fish where the fish are, but if you want the guppies (aka young people), and you have LOTS of images to share, **Instagram** might be a match.
- Films and filmmakers have gained significant traction there over the past year. Follow some and see what works.

#### And then there's Twitter.

- This is also a key platform for talking about your project and connecting with organizations that love and support film.
- However, it's a good idea to create a **personal profile** and use a **#hashtag** for your film, rather than a handle for each film. As *yourself*, join the conversation with the filmmaking community.

#### Optional:

- **Vimeo** is good for internal sharing of clips and dailies among crew, but the audience isn't there yet to be your main platform for sharing video with potential fans.
- A **Tumblr blog** can be a good alternative to a formal website, if you decide you need one (in addition to your Facebook page, your Seed & Spark page, etc.).
- **Google+, Pinterest.** Do your research. If you think your audience can be found on these platforms, feel free to branch out, but be realistic. (See rule #3 above.)

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## FACEBOOK

**Create a Facebook page** as soon as your movie is solidified in your head. One caveat: wait until you have decided on a title—one that won't change—because once you name your Facebook page, it's tough to change it.

*(Another caveat: Facebook is in the process of switching Fan Pages to a new format. We will update this section once that happens universally.)*

1. Log into Facebook and go here: <https://www.facebook.com/pages/create.php>
2. Choose **Entertainment**, and then **Movie** from the dropdown menu.
3. Make the 'name' of your page the **Movie Title**.
4. Complete the **About** section:
  - a. Use descriptive language for your film in a short summary.
  - b. Add a website URL if you have one. If not, leave blank for now. (You can add your Seed & Spark page later.)
  - c. **IMPORTANT:** This is where you select a **username** for your page (the part that comes after facebook.com/ in the URL), and **you can only change it once**.
    - i. First check the availability of your exact **Movie Title**.
    - ii. You might have to add the word Movie or Film afterwards if your title is commonplace.
  - d. Click **Next**.
5. Upload a **profile picture** (180x180 px). This will travel across Facebook and should be simple enough that it reads well on a smaller scale.
  - a. Ideally, the profile pic will be the film's logo/key art scaled to a square.
  - b. Alternately, you could use an iconic image from the film.
  - c. This can be edited later, if need be, but should remain consistent with your logo.
  - d. Click **Next**.
6. Go ahead! **Add to Favorites**.
  - a. Click **Next**.
7. On the next section, you are asked to create an ad and promote your page.
  - a. **Skip** for now.
  - b. You will be taken to your **new page** now.
8. **IMPORTANT next step:**
  - a. Click **Edit Page** dropdown menu at the top.
  - b. Select **Edit Settings**.
  - c. At the top, you will see **Page Visibility**. Click **Edit** to the right.
  - d. Click **Unpublish Page**, and then **save changes**, so that it's not visible to the world until you want it to be.
9. Click **View Page** on the top right to go back to the page view.
10. Click **Add a Cover** to add a cover photo.
  - a. Make an image that is this size exactly: 851 x 315 px
  - b. Use a high-res image that typifies your film.
  - c. Keep in mind that your profile picture will cover the lower-left corner.
11. Now go back to **Edit Page** at the top, and work through each page of options, adding information as needed. (You can always make changes later.)
  - a. **General:** various permissions for your page, including age restrictions, etc. Determine location of your audience (likely global), age restrictions (think about your movie's maturity level), posting ability (read each option carefully--how much posting access do you want to public to have?), blocklists, etc.
  - b. **Page Info:** Fill in all that you can about your film. The "short description" will display on your homepage under your profile picture. Everything else is visible when people hit "About" to learn more.

- c. **Notifications:** how often do you want to be notified about new fans, new activity on your page? You can always tone this down once the page is more populated, but for now, let Facebook tell you all about it.
  - d. Under **More**, select **Page Roles**. This is where you add other administrators to your page. Be sure you trust their judgment; it's a good idea to lay out some ground rules, discuss division of labor, etc.
12. Click **View Page** to go back and see how everything looks:
    - a. Cover Photo?
    - b. Profile Picture?
    - c. About section (pulls short description from Page Info)
  13. If it all looks good, and you're ready to go live, you can return to **Edit Page → Edit Settings → Page Visibility** and unclick **Unpublish Page**. This will make the page visible to the rest of Facebook.
  14. Add a post or two to populate the page (see **Creating Content** for more detail):
    - a. Create a photo album.
    - b. If you are still in pre-production, introduce your team.
    - c. Do you have any videos?
    - d. Introduce your Seed&Spark campaign with a first-person slant: Why are you doing this? Why do you need your friends' support?
  15. Using Facebook as the page (use the dropdown in the upper right corner to select "use Facebook as YOUR MOVIE TITLE), start to 'like' other pages on Facebook:
    - a. Your cast and crew (if they have Fan Pages; the movie page can't be "friends" with regular people)
    - b. Seed and Spark
    - c. Other film entities or communities or publications (ex: Indiewire, Variety, etc.)
  16. Now you're ready to invite people (see the **Invitations** section below) and watch it grow!

*\*TIP: When you type the @ symbol before you type a page's name, a dropdown menu will appear with the pages you've liked. When you select the correct page and keep typing, that page will become a link. This means you've "tagged" the page.*

## TWITTER

If you are creating a Twitter account for your film, **choose an account name** that corresponds to your Facebook page.

*TIP: You can simultaneously **make a name for yourself**. If you are not on Twitter as yourself, you should be! Cultivate a career-long network, not just one tied only to this particular film.*

*If you are creating a personal Twitter account, **use your real name as the Name** (under Profile) and do your best in the **Username** (under Account) – you can use a nickname if you prefer.*

1. Go to twitter.com. (Make sure you are logged out from any other existing accounts.) You should see **New to Twitter? Sign Up**
2. If you already have a Twitter account associated with your email address, you will need to use a different account.

*TIP: Now might be the time to create a generic Gmail account for your film: [movietitle@gmail.com](mailto:movietitle@gmail.com). (This will also come in handy for the next section on YouTube.) You can always set it up to forward to your regular email.*

3. For the **Username**, use the movie title without spaces: **movietitle**.
  - a. If your title is long, you can abbreviate on Twitter, but only if you have to.
  - b. If it's a common phrase, you can add Film or Movie to the end (ex: @LincolnMovie).

4. Add your email account and create a password.
5. Go through the **Settings** (click the cog wheel on the top right):
  - a. **Account:** Basic settings.
  - b. **Security and Privacy:** Make sure to keep your privacy wide open; you **want** people to find you.
  - c. **Password:** Change your password if the old one becomes insecure.
  - d. **Mobile:** Access Twitter from your mobile device if you so choose.
  - e. **Email notifications** and **Web notifications:** How frequently do you want Twitter to notify you about account activity? At first, you will want to be notified regularly; adjust later.
  - f. **Profile:** Now this is the good stuff. With the new Twitter layout, you have two images associated with your account:
    - i. **Photo:** Use the same square profile pic you used for Facebook: logo/key art.
    - ii. **Header:** This is a small background photo shown on mobile devices and on your Profile Page.
      - Dimensions: 1500x500
      - Maximum file size of 5MB
      - Can be similar to your cover photo on Facebook
    - iii. **Name:** This is your display name, so if you shortened your movie title in the username, use the full title here.
    - iv. **Location** and **Website** are self-evident.
    - v. **Bio:** add the tagline for your film, a link to your Seed&Spark campaign, and any other pertinent information. You can update this as the film progresses.
  - g. **Design:** What will your page look like? *Note: Twitter is in the process of changing its page design. This next section is an outlier from the old format, but for now, you should follow these guidelines:*
    - i. **Customize:** This is where you determine what page background visitors see. You have several options (but do not just use a pre-made theme):
      - Post your logo/key art and have it repeat, or tile, across the background.
      - Post a large, hi-res still from your film. Keep in mind that the center will be obscured by your updates.
      - Play around until you get something you are happy with.
    - ii. **Background position:** Again, test variables until you find what you like.
    - iii. **Background color** and **Overlay:** Determine accent colors for your page that match your key art and work well with your cover image. Make sure the text is readable.
  - h. **Apps** and **Widgets:** These are more advanced tools and resources you will learn as you become a more experienced user of Twitter.
6. Create some initial **tweets**. (See **Creating Content** for details.)
7. Start **following** like-minded people! With any luck, some of them will follow you back.
 

Not sure where to start?

  - a. Search “film” (or “documentary” or “movies” or “comedy” or “director”) in the search bar. See what pops up.
  - b. Follow @seedandspark and other organizations you trust and admire. Go to their pages and see who they are following—follow those people as well.
  - c. Follow major film news organizations, film festivals, general news outlets For example: @indiewire @variety @thepodcast @nytimes @tribecafilmfestival @sundancefest

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## YOUTUBE

**Create a YouTube channel**, where the video progression of your film—teaser, campaign videos, clips, trailer—will live and grow.

*TIP: As you know, YouTube has a vastly larger audience than Vimeo, so you may want to create both—YouTube for public consumption videos, and (if you want) Vimeo for password-protected insider trading with filmmakers and crew. Don't forgo YouTube altogether.*

1. To start with **YouTube**, create a **Google** (or **Gmail**; they are interchangeable) account for your film or production company: **title@Gmail.com** or **productioncompany@Gmail.com**.
2. **Film title or production company?** Up to you.
  - a. If you plan on having a long career with your production company, that might be more evergreen.
  - b. If not, a film account is never a bad idea.
3. Use this account to log in to YouTube.com. (Note: you will likely have to log out of your personal account if you use Gmail regularly.)

*TIP: If you generally use Chrome, open up Firefox to use for your film's Gmail account/YouTube, so you don't have to keep signing in and out. You can also use this second browser to keep your new Twitter account open.*

4. Click on the name at the top right and then select **My Channel**.
5. Mouse over the avatar (square image) space and click on the **edit icon**.
  - a. Follow the instructions to update your **channel icon** on Google+.
  - b. Use the same profile photo as on Facebook and Twitter)
6. Mouse over the space where the cover photo should go and click on the **edit icon**.
  - a. Select **Edit Channel Links**.
    - i. Add in the various links to social profiles, your website, etc.
    - ii. You can highlight your Seed&Spark page if you like.
  - b. Select **Edit Channel Art**.
    - i. Add a cover photo for your account (film or production company).
      - Can be similar to FB and Twitter cover photos.
      - Recommended size: 2560x1440 px
      - Maximum file size: 2 MB
    - ii. Make sure it plays nicely with your profile pic, etc.
7. Click on your name in the top right again to reveal navigation.
  - a. Click on **Upload Manager**.
8. Upload any videos you are ready to make public.
  - a. In the video titles, use words like “official trailer” or “clip” in addition to your movie title.
  - b. Make sure your metadata is robust and descriptive.
    - i. Use any keywords you can think of that are related to your film. Use lots of them.
    - ii. Include cast, location, genre (documentary, thriller, comedy, topic of the film)...
  - c. Use the description (About) to link to your campaign.

*TIP: Don't forget about older videos as you move through the life of your film. Keep all the metadata and description updated.*

9. Feel free to poke around in the Dashboard.
  - a. Videos can be set to private or public or unlisted (where people who have the link can view them, but they are not searchable).
  - b. If you have lots of videos, you can organize them by **playlist**.
  - c. Explore and learn! (There are lots of YouTube how-to videos on, ahem, YouTube.)

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## INSTAGRAM

If you decide your audience is a match for **Instagram** (younger, tech-savvy), then go for it!

1. If you already have an account, you know how to set one up.
  - a. You have to create the account on your phone.
  - b. You will need to use a different email than your personal account—we recommend the film's Gmail account you created earlier.
  - c. There is no way to toggle back and forth between your personal account and your film account, so you have to log out and back in each time you go back and forth. (Annoying!)
2. Edit the profile:
  - a. Add the film name.
  - b. Add a website—if you don't have one, you can use Facebook? Or Seed & Spark?
  - c. Bio—short and sweet logline.
  - d. Profile photo—you guessed it! Use the same avatar you've been using.
3. Ready, set, snap!
  - a. Follow some people; hope they will follow you back.
  - b. Post some photos, tagging cast and crew when relevant
  - c. Research relevant hashtags and start using them!

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## CREATING CONTENT

Next, even before you invite people to your pages—**create some initial content**, so that when people visit, they have something to see.

*TIP: When you are sharing links, it's a good idea to **use bitly.com** to track how they perform:*

- Go to [bitly.com](http://bitly.com) and create an account.
- Enter the URL you want to share into the box that says, "Paste a link here to shorten."
- Copy the link that appears and share that; you can come back to [bitly.com](http://bitly.com) to track it.
- If you want, you can customize the shortened link to be more memorable, using the edit icon next to the bitly link that appears.

1. **Tone and Voice:** decide on a personality for your social media, one that is similar to your film. Is it serious? Comedic? Irreverent? No matter what it is, you want the voice to be informative, insightful, smart, and feedback-friendly. And—this is important—snark-free.
2. On every platform, **follow others**. With any luck, they will notice and follow you back.
3. **Getting Started**
  - a. Facebook:
    - i. Add photos with captions—either stills from the movie (if you have any yet) or photos of the team in action.
    - ii. Introduce your Seed&Spark campaign
    - iii. If you're still in pre-production, introduce your team.
    - iv. Facebook recognizes #hashtags now, so make sure to include the one(s) for your film as appropriate.
  - b. Twitter:
    - i. Introduce your movie: Can you describe it in 140 characters? (Good practice for your elevator pitch.)
    - ii. Share links to your campaign and your website (if you have one).
    - iii. Tease out some quotes from the film/script.
    - iv. A few photos here can't hurt, either, as they will add color to your profile page.
    - v. Use #hashtags liberally—yours and others that may be trending or useful.
  - c. Both:

- i. If you have any video teasers for your Seed&Spark campaign, upload them to YouTube and share them via Facebook and Twitter.
- ii. Introduce your characters (narrative) or subjects (doc).
- d. Instagram:
  - i. Share your key art, stills from the film, behind-the-scenes shots of production or cast and crew goofing around.
  - ii. Be transparent—make people feel like they are in on the action.
  - iii. Use #hashtags—this is how things get seen on Instagram. Do some research and find active hashtags that are relevant to your film.

*TIP: As tempting as it may be, it is not advisable to have your Twitter feed automatically cross-post to Facebook, YouTube to Twitter, etc.*

- *Take the time to craft posts that are specific to each platform: Twitter is limited to 140 characters, but Facebook isn't; take advantage of the longer format!*
- *Tag others appropriately: @handles and #hashtags to not always travel well between platforms.*
- *Upload photos straight to Facebook and to Twitter—do not rely on Instagram's sharing capabilities. They do not always display as easily on other platforms.*

- 4. **Establish a hashtag** for your film, shortening the title if your title is long.
  - a. This can be used across **Twitter, Facebook** and **Instagram**, and can be shortened if necessary; you want to balance “short-and-sweet” with “recognizable.”
  - b. Using it regularly (and encouraging others too as well) will establish it in people's minds.

***SIDEBAR: What is the difference between @ and #?***

- A **@handle** is a specific person's account
  - @YourFilm is the one for the film
  - When you use a @handle, you are talking about or to a specific person/entity
  - Note: CAPS do *not* matter
- A **#hashtag** is a conversation, or a topic
  - Anyone can use a #hashtag to join the conversation about a specific topic
  - #hashtags “trend” on Twitter when lots of people tweet about a topic
  - Ex: during the Oscars leadup, people talk about the #Oscars
  - To see a whole conversation about a #hashtag, enter a specific #hashtag in the search bar or click on the #hashtag in a tweet
  - By using that #hashtag, you will automatically join in the conversation
- Sometimes, both @handles and #hashtags will exist:
  - @Slamdance vs. #Slamdance
  - @YourFilm vs. #yourfilm
  - You can choose which one to use

**INVITATIONS**

Now you're ready to tell the world you exist.

How many friends do you have on Facebook? Followers on Twitter and Instagram? Factoring in all the people involved in the film—director, cinematographer, editor, sound mixer, cast, etc.—and assuming everyone's on board to share and promote, your community should grow exponentially from your already-established social circle.

1. Create a one-sheet to share with all the players on your team. Depending on the skill level of your distribution group, you will want to include:
  - a. Links to all your platforms
  - b. An explicit request to help you get the word out about the film, the social sites, and the campaign (if already launched)
  - c. Sample tweets using the @handle and #hashtag for the film
  - d. Sample Facebook updates
  - e. Quick tutorials:
    - i. How to tag the page on Facebook
    - ii. The difference between a @handle and a #hashtag
    - iii. A request for their contact info—if they are on Facebook, Twitter, Instagram, you can tag them from the film’s accounts
2. **Check out the sample one-sheet and use it to create your own. (At the end of this document.)**
3. Now, follow your own instructions and **invite all your own friends** to the various platforms.

*TIP: Once you establish your @handles and #hashtags, put them EVERYWHERE:*

- *Callsheets—If your cast and crew sees them often, eventually they will sink in!*
- *Postcards—anything you print for your film should prominently feature social info.*
- *Newsletters—add links into your template.*
- *Seed & Spark page—ditto.*
- *Email Signature—add a list of links (first and foremost, your Seed&Spark page!) to the end of your auto-signature. Get your cast and crew to do the same.*

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## **STEP 2: AMPLIFY THE MESSAGE—KEEP IT GOING. EVERY DAY.**

Social media can be fun, but it can also be time-intensive and sometimes tedious. But it’s important.

- If you have people on your team you can trust, share the load. Add admins, share the password, etc. (Make sure you don’t spread things TOO widely.)
- If you don’t have the bandwidth, hire someone you trust. There are specialists out there.

### **1. Facebook**

- a. Schedule regular posts to **Facebook**: Post at least once a day.
  - i. Keep your content fresh and exciting.
  - ii. Provide regular updates about your Seed&Spark campaign.
  - iii. Don’t ask for donations every day. First, prove that your page is entertaining and useful.
  - iv. Photos and videos work well.
  - v. So do quotes, particularly if they are funny or inspirational—the more people share them, the further your reach will grow.
  - vi. Ask questions that are easy for people to answer—they like to give their opinion, and the more they comment, the more visible you are.
- b. Don’t release everything at once. Create an editorial schedule (Google Docs work well for this—see Sample Social Media Calendar: <http://bit.ly/SampleCalendar>), and fill it in.
- c. (Think about the things YOU like to see on Facebook, and use that as your guide.)

### **2. Twitter**

- a. **Follow people** on Twitter:
  - i. Start by finding others who are logical “follows” for your film.
  - ii. Search terms related to your film.
  - iii. Look at “lists” of Tweepers created by film festivals and organizations.
  - iv. Look at those whom people you know/respect are following.
  - v. With any luck, some of these people will start to follow you.

- b. **“Join the conversation”** on Twitter: Dive right in.
  - i. When you see a post you want to comment on, reply with something smart or witty or useful.
  - ii. You want to impress the people you are talking to, in hopes of either a reply or a follow-back; both increase your visibility.
  - iii. Tweet directly at people you know.
- c. **Use Follow Fridays:**
  - i. On Fridays, people on Twitter post “Follow Friday” tweets using the hashtag #FF, highlighting people they like or enjoy following.
  - ii. Ex: #FF these awesome people connected to #yourhashtag: @director @producer @cinematographer @starA @starB @affinitygroupA @affinitygroupB
  - iii. This is good karma, and also provides a good chance for more exposure through RTs or follow-backs.

### 3. YouTube

- a. **Keep adding videos** to YouTube:
  - i. Anything you make for your Seed&Spark campaign
  - ii. Pre-production videos
    - Introducing the team
    - Showcasing your locations
  - iii. Teasers
  - iv. Trailers
- b. Be creative!
- c. Organize into playlists.
- d. Keep your metadata up to date.

### 4. Instagram

- a. **Follow people** on Instagram: friends, crew, family, celebrities.
- b. **Post at least one photo a day.** Make sure it's a good one.
- c. Do some research and use **hashtags**.

## STEP 3: AMPLIFY THE MESSAGE – NEXT STEPS

Once you are in the groove of posting everyday and growing your audience, there are additional steps you can take to ramp up your growth. You can do this at any point: either before your campaign has launched or once you're underway.

### Affinity Groups

Depending on the topic of your film, you will likely have affinity groups that will want to support you film. But you have to

- a) research and find them, both on social media and in real life, and
- b) let them know you exist.

1. **Facebook:** Do a search using the keywords related to your film.
  - a. Using Facebook as your page\*:
    - i. “Like” the pages you find in your search.
    - ii. Comment on some posts.
  - b. Send a direct message to the other page.
    - i. Explain the connection between your film and the project.
    - ii. Nicely ask the page administrator if s/he might be willing to post your trailer or link to your page.
    - iii. Ask if s/he will “like” your page back.

- iv. Ask how the film can help the group—find mutual benefits.
- c. Depending on the other pages' settings, you can also post your trailer or a link to your S&S campaign.
  - i. Be polite.
  - ii. Point out why your page/film might be of interest to this audience
  - iii. Don't spam (post too often or too egregiously).
- 2. **Twitter:**
  - a. Search hashtags related to your film.
    - i. Save them in a list to share.
    - ii. Use them to join those conversations.
  - b. Maybe you're already following people related to your film, but find entities (@handles) as well.
    - i. Follow them.
    - ii. Tweet at them when you have something relevant to say, or reply to their tweets.
    - iii. Add them to lists on Twitter: <https://support.twitter.com/articles/76460-how-to-use-twitter-lists>.
    - iv. Follow Friday (#FF) them.
- 3. **In Real Life:**
  - a. Reach out to affinity groups via email or phone calls.
  - b. Ask if they are willing to help you promote:
    - i. Your social media platforms
    - ii. Your S&S campaign

*TIP: Whenever you are emailing anyone about your S&S campaign, or creating any kind of materials (postcards, videos, posters, etc.) make sure you are advertising your social media platforms.*

*\*TIP: To use Facebook as the page—meaning anything you post will appear from the film, not from your personal account—just toggle over to the Film page from the top right corner of your Facebook homepage. Click the cog wheel and select the page you want to “Use Facebook as...”*

## **FACEBOOK ADS**

You know those little ads on the side of your Facebook page? Believe it or not, they can sometimes be very fruitful, especially when you ready to show your film to the world.\*

With even a small budget (as low as \$2/day), you can use Facebook ads to drive a new likes to your page. With Facebook advertising, you can target your audience by geography, age, interests, gender, and more.

*\*TIP: While a Facebook page like does not ensure a campaign donation or a ticket purchase down the line, each new like increases the likelihood that an exponentially wider audience will see your posts and campaign announcements.*

### **—Getting Started**

1. Click on the cog wheel on the top right of your Facebook page; select **Create Ads**.

*TIP: You will always have to be “using Facebook as” yourself in order to hit up Facebook Advertising.*

2. **What Kind of Results Do You Want For Your Ads**

- a. Select **Page Likes**.
  - b. Select your film's page from the dropdown menu.
3. In the next section, you create your ad. As you add information, look to the lower right to see the ad come together.
    - a. **Images:**

- i. Add up to six images for your ad.
    - You only need to add one.
    - Your cover photo image will automatically appear.
  - ii. Use your logo or key art whenever possible
  - iii. Recommended size: 600x225 px
  - iv. Once you add an image, you can reposition it if it's not the right dimensions.
- b. **Text and Links:**
- i. The initial text should describe your film succinctly and precisely, and speak to those you are targeting:
    - Limited to 90 characters.
    - Talk about the most exciting aspect of your film.
    - You can be up front about it being a film—“a film about xyz” or you can just talk about the topic itself “xyz is the best thing ever”
    - You can also say something like, “Opening Friday in Chicago, Movie Title is about XYZ”
  - ii. Click **Show Advanced Options**—this will customize various views of your ad (right column, sponsored, news feed, mobile, etc.)
    - **Headline:** Should be a grabby title that is not just your movie title. Think about your audience.
      - (a) This can only be 25 characters (YIKES!).
      - (b) Ex: If your film is about a man who rescues puppies, use **Saving Puppies**
      - (c) If you are promoting a release in a particular city, you might mention the city in the title.
    - Use the dropdown menu **Landing View** to choose what people will see when they click on an ad:
      - (a) Select “Timeline” to bring people straight to your Facebook homepage.
- c. **Ad Preview and Placements:**
- i. You can see what the ad will look like in various spots by toggling around this section.
  - ii. (Make adjustments as needed back in **Text and Links**.)
  - iii. Make sure the photo(s) work in various iterations of the ad.
- d. **Audience:** This is where you select who will see your ad.
- i. **Location:** You can choose to geotarget your ad so that only people in certain locations see it.
    - Start with the United States and add countries that make sense for your film.
    - You also might want to target specific cities if you are using the ad to promote a theatrical screening.

*TIP: Do not be bamboozled by how cheap and easy it is to attract fans in countries that are known as “click farms,” including the South Asian and African regions. If you attract inauthentic fans, you will only be wasting money when you have to boost your posts later. Slow and steady wins the race here, people.*

- ii. **Age:** what age is the audience you are targeting?
  - Don't be too limited on the upper end; you never know whose parents might be interested.
  - Be careful on the lower end; if your film is explicit, start with 18 or older.
- iii. **Gender:** You likely want ALL.
- iv. **Language:** You decide what makes sense.
- v. **Interests:** Here's where it gets interesting.
  - Start typing in your keywords and see what appears.
  - Select as many interests as you want—get granular or stay generic; it's up to you.
  - You will see other suggestions pop up underneath—which might prompt other keywords—keep an open mind.

- You will see the **Audience Definition** number on the right side grow. You will likely want to start with a broad swath of people— 10 million is a good target for a general ad.
- vi. **Behaviors:** you don't need to worry about this for now.
- vii. **Connections:**
  - If you are growing your general Facebook audience, then select the third option: **Only people not connected to Movie Title.**
  - If you are trying to advertise a particular screening, you might want to include the audience you already have; in this case, select the first option: **Anyone.**
- e. **Campaign and Ad Set:**
  - i. **Campaign:** Name the overall campaign. For example, **Movie Title Page Likes 1.**
  - ii. **Ad Set Name:** you can leave as is or get more granular.
  - iii. **Budget:** how much do you want to spend per day? This is where you decide. You can have a successful campaign with as little as \$5/day. (\$2/day is the minimum spend.)
  - iv. **Schedule:** check the box you prefer—select an end date or don't.
- f. **Bidding and Pricing:** Leave as is (Bid for Page Likes).

*\*TIP: If you haven't set dates for your campaign, don't forget to turn it off—keep an eye on your spend.*

4. Click **Review Order** to doublecheck all your entries and parameters.
5. Click **Place Order.**
6. You will have to enter your **credit card information** when prompted.
7. It can take up to 24 hours for your ad to be approved. You will get a Facebook notification and an email once your ad has been approved.

### –Shortcut Ads

There are other ways to spend your marketing dollars is to BOOST POSTS on your Facebook page. Try a few different ways and see what works best for YOU and your film.

#### 1. Boosting Posts

- a. If you have a big announcement to make (the launch of your Seed & Spark campaign, for example), you can give the post a little boost to make sure it's seen by your fans and their friends.
- b. It's very simple—under the post, just click the “boost post” button, determine your budget, etc.
- c. You can track these ads the same way as Page Likes ads—in the **Manage Ads** section.

#### 2. Promote Your Page

- a. On your page, click the **Promote Your Page** tile.
- b. Facebook will walk you through all the parameters for this shortcut ad:
  - i. Audience, Interests, Age, Gender, Budget, Schedule, Payment.
  - ii. These can also be tracked in the **Manage Ads** section.

### –Metrics

The metrics for ad performance can be a little confusing. What you really want to know is how your ad is engaging with the target audience and how many people have likes your page as a result. It's a good idea to check in every few days to see how it's doing, and to make adjustments as you see fit.

What to look for:

1. Under that same cog wheel, click **Manage Ads.**
2. Click **Campaigns** under the left-hand navigation.
3. Select your ad in the main window.

4. In the top frame, you will see graphic representations of your reach and a graph over time.
  - a. Explore, poke around, see what you find useful.
5. The line above has at-a-glance statistics, including your page likes, reach, and cost per page like, etc.
  - a. Default stats will show the lifetime of the ad, but you can toggle to see whatever time period you prefer.
  - b. You can watch these stats over time, but don't get lost in them. What you want to know is how the ad is performing day to day.

*TIP: Anytime you are curious about a section, hover over the ? next to the title, and Facebook will explain what it means.*

6. Feel free to dig deeper as you feel more comfortable. Click on the link to your Ad Set to expand the display and get more granular results.
  - a. See which photos are performing better; turn some on or off to do some A/B testing.
  - b. If you want to edit the Ad or the Targeting, you can easily do so by clicking the Edit symbols.
  - c. Check out the various columns for more granular results.
7. Facebook has numerous reports and metrics to review. While they can be interesting, be careful you don't spend too much time getting lost in them. Find what you want to know, and move on.

### **—Making Adjustments**

Depending on the length of your ad campaign, you might want to experiment: change different elements of your ad—headline, image text, audience—and see what has an effect. Editing is easy. Just keep track outside of Facebook of what factors you change, and take notes about the performance. **Once you change an ad in Facebook, the old parameters disappear.**

Good luck! You can do it!

## ADDENDA

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1. **SAMPLE SOCIAL MEDIA CALENDAR (GOOGLE DOC):** <http://bit.ly/SampleCalendar>
  - a. Use a shared document to share responsibility for social media; invite team members you trust to the document using the **SHARE** button at the top right.
  - b. Keep track of what you want to post when.
  - c. Use the **Suggested Links** column to keep track of things to use later down the line, without a specific date.
  - d. Keep track of the film's social logins (including bitly) here, in a safe place.
  - e. Keep track of cast/crew social media here.
  - f. Keep track of stats on a weekly basis: how is your following progressing? Are you meeting your growth goals?
  
2. Below, find the **SAMPLE INVITATION DOC** to share with cast, crew, family & friends

### [BEGIN SAMPLE DOCUMENT]

#### MOVIE TITLE: AMPLIFY THE MESSAGE

All social media marketing starts with those who already know, respect, and love the people connected to the film. We're ready to spread the word about **Movie Title**, and we need your help! We've included some basic instructions—are you ready to get started?

First off, **please send me all your social media handles if I don't already have them!**

#### QUICK LINKS

- Follow our Seed&Spark campaign: [link to S&S campaign]
- Like us on Facebook: [www.facebook.com/movietitle](http://www.facebook.com/movietitle)
- Follow us on Twitter: [www.twitter.com/movietitle](http://www.twitter.com/movietitle)
- Follow us on Instagram: [www.instagram.com/movietitle](http://www.instagram.com/movietitle)
- Subscribe to us on YouTube: [www.youtube.com/movietitle](http://www.youtube.com/movietitle)
- [If you have one:] Watch the trailer on YouTube: [direct link to trailer]

#### FACEBOOK

1. Log into Facebook. Go to this page: <https://www.facebook.com/movietitle>
2. Click LIKE on the top right next to the title and under the big photo. (*Note: Just liking a post does not connect you to the page.*)
3. Now go to your OWN feed. (Click your name on the top of the page.)
4. Paste this link into your status: <https://www.facebook.com/movietitle>
5. A preview will pop up below; then delete the actual link you just pasted.

*\*TIP: When you type the @ symbol before you type a page's name, a dropdown menu will appear with the pages you've liked. When you select the correct page and keep typing, that page will become a link. This means you've "tagged" the page.*

6. Write a personal message, inviting all your friends to like the page:
  - a. Ex: We're kicking off our @Seed & Spark [select from dropdown\*] campaign for @**Movie Title** [select from dropdown]. Please support the movie by clicking "like" on the page
  - b. Ex: Finally ready to share @**Movie Title** [select from dropdown] with the world! Please support the movie by clicking "like" on the page
  - c. Please "like" @**Movie Title**, the movie I've been working on. We've got some big things to share, and we want to tell the world...
  - d. This will go out into your feed, encouraging others to like the page.

### Virality:

1. Whenever you see a post or photo from the **Movie Title** page, please “share” it with your own feed or add a comment. (Shares are way better than comments.)
2. **Likes** are great, but are a distant third to **shares** and **comments** re: viral weight.
3. Also, whenever you write something about the film on your own feed, use **@Movie Title [select from dropdown]**, so you are tagging the page; this will encourage more clicks/likes on the page.

### TWITTER

1. If you are on Twitter, please follow these accounts:
  - @MovieTitle: <https://twitter.com/movietitle>
  - [List any other accounts associated with the film: director, producer, production company, @seedandspark]
2. **On Twitter, mention @movietitle and #movietitle when you post about Movie Title.**
  - Other @handles and #hashtags of note: @seedandspark @stayindiefilm #stayindie #indiefilm #fairtradefilmmaking #film
3. Sample tweets:
  - Excited to launch the @seedandspark campaign for @MovieTitle! Learn more: [link to Seed & Spark campaign] #film
  - Check out the new @seedandspark campaign for @MovieTitle: [link to Seed & Spark campaign] #stayindie
  - Have you heard? I’m working on @MovieTitle, a new movie about how wonderful movies are! Do you like #movies? #indiefilm
4. Follow Fridays:
  - On Fridays, people on Twitter post “Follow Friday” tweets using the hashtag #FF, highlighting people they like or enjoy following.
  - This is a good way to encourage more followers for @handles you like.
  - Sample tweet: #FF @movietitle @seedandspark @stayindiefilm [other @handles associated with the film]

TIP: What is the difference between @ and #?

- A @handle is a specific person’s account
  - @movietitle is the one for the film
  - When you use a @handle, you are talking about or to a specific person/entity
  - Note: CAPS do *not* matter
- A #hashtag is a conversation, or a topic
  - Anyone can use a #hashtag to join the conversation about a specific topic
  - #hashtags “trend” on Twitter when lots of people tweet about a topic
  - Ex: during the Oscars leadup, people will talk about the #Oscars
  - To see a whole conversation about a #hashtag, enter a specific #hashtag in the search bar or click on the #hashtag in a tweet
  - By using that #hashtag, you will automatically join in the conversation
- Sometimes, both @handles and #hashtags will exist:
  - @movietitle vs. #movietitle
  - You can choose which one to use

### YOUTUBE

1. Please click Subscribe on our YouTube page: [www.youtube.com/movietitle](http://www.youtube.com/movietitle).
2. Please share any videos you see there across your social media footprint.

Thanks for all your help! Let me know if you have any questions...

**[END SAMPLE DOCUMENT]**