



SOCIAL MEDIA HANDBOOK

HOW TO INITIATE YOUR AUDIENCE & LAUNCH THE NEWS

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PART A
INITIATE YOUR AUDIENCE



PART B
LAUNCH THE NEWS



PLUS!
SAMPLE DOC FOR THE TEAM

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PART A: Initiate Your Audience

You have to start somewhere. Before you start your Seed&Spark campaign, 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 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 to support the film. This—and possibly Facebook ads—will form an invaluable base from which to grow.

✓ **Step 1: Create Platforms.**

 **Must-dos: Facebook, Twitter, YouTube.** These are the three platforms with the biggest audiences. Fish where the fish are.

Optional: Vimeo (good for internal sharing among crew), **Tumblr, Instagram, Google+, Pinterest.**

If you think your audience can be found on other platforms, feel free to branch out, but be realistic:

1. If you create an account on a platform and tell people about it, you have to **keep it updated**.
 2. Being ambitious is fine, but **don't spread yourself too thin**; instead, start small and grow.
 3. Keep the account names consistent across platforms.
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● FACEBOOK

Create a Facebook page as soon as your movie is solidified in your head. Wait until you have decided on a title—one that won't change—because once you name your Facebook page, you won't be able to change it.

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. 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.
5. 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.
 - c. When you click save, this takes you to your new page.
6. **IMPORTANT next step:**
 - a. Click **Edit Page**.
 - b. Click **Manage Permissions**.
 - c. Click **Unpublish Page**, so that it's not visible to the world until you want it to be.
7. Click **Add a Cover** to add a cover photo
 - a. (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.
8. Now go through each of the left navigation bars and edit the settings as you wish.
 - a. **Your Settings:** Set notifications (email, text, frequency, etc.)
 - b. **Manage Permissions:** 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.
 - c. **Basic Information:** Fill in all the blanks. The "short description" will display on your homepage under your profile picture. Everything else is visible when people hit "About" to learn more.
 - d. **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.

- e. **Profile Picture:** This is where you can edit the square pic that is your logo/icon.
 - f. The only other must-read for now is **Admin 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.
9. Now you can return to **Manage Permissions** and unclick **Unpublish Page**. This will make the page visible to the rest of Facebook.
10. 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?
11. Now you're ready to invite people (see the **Invitations** section below) and watch it grow!



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

Create a Twitter account with a title that corresponds to your Facebook page.

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.
3. For the **Full Name**, 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. Make sure to keep your privacy wide open; you **want** people to find you.
 - b. **Password:** Change your password if the old one becomes insecure.

- c. **Mobile:** Access Twitter from your mobile device.
 - d. **Email notifications:** How frequently do you want Twitter to notify you about account activity? At first, you will want to be notified regularly; adjust later.
 - e. **Profile:** Now this is the good stuff. You have three images associated with your account; two are found here:
 - i. **Photo:** Use the same square 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: 1252x626 (displays smaller)
 - Maximum file size of 5MB
 - Can be similar to your cover photo on Facebook
 - f. **Name:** This is your display name, so if you shortened your movie title in the username, use the full title here.
 - g. **Location** and **Website** are self-evident.
 - h. **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.
 - i. **Design:** What will your page look like?
 - 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.
 - j. **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.)



Don't forget to 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.


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 might want to create both—YouTube for public consumption videos, Vimeo for password-protected insider trading with filmmakers and crew.

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. If you plan on having a long career with your production company, that might be more evergreen. 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.)
4. Upload any videos you are ready to make public.
 - a. Make sure your metadata is robust and descriptive.
 - b. Use the description to link to your campaign.

✓ **Step 2: Create Content**

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

1. **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.
- 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.
- 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).
- 2. Decide on a **tone and voice** 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.
- 3. **Establish a hashtag** for your film, shortening the title if your title is long.
 - a. This can be used across **Twitter** and **Instagram**, and can be shortened if necessary; you want to balance “short-and-sweet” with “recognizable.”
 - b. Using it regularly (and encouraging others to as well) will establish it in people’s minds.



Q: What is the difference between @ and #?

A: The **@handle** is a specific person’s account. The **#hashtag** is a conversation, or a topic.




@handles vs. #hashtags

- The **@handle** is a specific person’s account
 - @YourFilm is the handle for your account
 - When you use a @handle, you are talking to or about a specific person/entity. They will be notified so they can respond and/or follow you back.
 - Note: CAPS do *not* matter
- The **#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

✓ **Step 3: Send 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 DOC FOR THE TEAM** (see below).***  ***Customize it for your movie, and send it out to your team.***
3. Now, follow your own instructions and **invite all your own friends** to the various platforms.

■ **Part B: Launch the News**

FACEBOOK

1. Schedule regular posts to **Facebook**:
 - a. Post at least once a day.
 - b. Keep your content fresh and exciting.
 - c. Provide regular updates about your Seed&Spark campaign.
 - d. Don't ask for donations every day. First, prove that your page is entertaining and useful.
 - e. Don't release everything at once. Create an editorial schedule, and fill it in.
 - f. Photos and videos work well.

- g. So do quotes, particularly if they are funny or inspirational—the more people share them, the further your reach will grow.
- h. 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.
- i. (Think about the things YOU like to see on Facebook, and use that as your guide.)

TWITTER

- 2. **Follow people** on Twitter:
 - a. Start by finding others who are logical “follows” for your film.
 - b. Search terms related to your film.
 - c. Look at “lists” of Tweeters created by film festivals and organizations.
 - d. Look at those whom people you know/respect are following.
 - e. With any luck, some of these people will start to follow you.
- 3. **“Join the conversation”** on Twitter: Dive right in.
 - a. When you see a post you want to comment on, reply with something smart or witty or useful.
 - b. You want to impress the people you are talking to, in hopes of either a reply or a follow-back; both increase your visibility.
 - c. Tweet directly at people you know.
 - d. 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.

YOUTUBE

- 4. **Keep adding videos** to YouTube:
 - a. Anything you make for your Seed&Spark campaign
 - b. Pre-production videos
 - i. Introducing the team
 - ii. Showcasing your locations
 - c. Teasers
 - d. Trailers
 - e. Be creative!



SAMPLE DOC FOR THE TEAM

MOVIE TITLE: HELP US SPREAD THE WORD!

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?

QUICK LINKS

- Follow our Seed&Spark campaign: [link to S&S campaign]
- Like us on Facebook: www.facebook.com/movietitle
- Follow us on Twitter: www.twitter.com/movietitle
- Subscribe to us on YouTube: 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.
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]

Note: Please send me your Twitter handle if I don't already have it.

YOUTUBE

1. Please click Subscribe on our YouTube page: 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...

LOVE, YOU



SOCIAL MEDIA HANDBOOK

HOW TO AMPLIFY THE MESSAGE & MEASURE SUCCESS

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PART C
AMPLIFY THE MESSAGE



PART D
SUCCESS METRICS



*This is where the
MAGIC happens...*

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Part C: Amplify the Message

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 your 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 are 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 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 an Ad**.

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

2. Under **Choose a Facebook destination**, select your movie’s Facebook page.
3. **What would you like to do?** Get more page likes.
4. In the next section, you create your ad. As you add information on the left, look to the right to see the ad come together.
 - a. **Headline:** Should be a grabby title that is not just your movie title. Think about your audience.
 - i. This can only be 25 characters (YIKES!).
 - ii. Ex: If your film is about a man who rescues puppies, use **Saving Puppies**
 - iii. If you are promoting a release in a particular city, you might mention the city in the title.
 - b. **Text:** This should describe your film succinctly and precisely, and speak to those you are targeting.
 - i. This is limited to 90 characters.
 - ii. Talk about the most exciting aspect of your film.
 - iii. 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”
 - iv. You can also say something like, “Opening Friday in Chicago, Movie Title is about XYZ”
 - c. **Landing view:** Select “Timeline” to bring people straight to your Facebook homepage.
 - d. **Upload image:** Use your logo or key art whenever possible.
 - i. Resize your image to 100x72 px.
5. Selecting **Sponsored stories** allows a similar ad to be displayed to friends of your page’s followers, letting them know that their friend likes your page. (See sample to the right.)
6. Next up, **Choose Your Audience:**
 - a. **Location:** You can choose to geotarget your ad so that only people in certain locations see it.
 - i. Start with the United States and add countries that make sense for your film.
 - ii. You also might want to target specific cities if you are using the ad to promote a theatrical screening.
 - b. **Age:** what age is the audience you are targeting?
 - i. Don’t be too limited on the upper end; you never know whose parents might be interested.
 - ii. Be careful on the lower end; if your film is explicit, start with 18 or older.
 - c. **Gender:** You likely want ALL.
 - d. **Precise interests:** Here’s where it gets interesting.
 - i. Start typing in your keywords and see what appears.
 - ii. Select as many interests as you want—get granular or stay generic; it’s up to you.
 - iii. You will see other suggestions pop up underneath—which might prompt other keywords—keep an open mind.

- iv. You will see the **Audience** 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.
- e. The **Broad Categories** is for more granular ads—if you are targeting specific kinds of users.
- f. **Connections:**
 - i. If you are growing your general Facebook audience, then select the third option: **Only people not connected to Movie Title**.
 - ii. 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**.
- g. Go to **Campaign, Pricing and Schedule:**
 - i. **New Campaign Name:** name this particular campaign: Movie Title 1
 - ii. **Campaign 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.)
 - iii. **Campaign Schedule:**
 - Leave the box checked if you want the ad to run until further notice.
 - Uncheck to box to designate start and end dates.

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

7. Click **Review Ad** to doublecheck all your entries and parameters.
8. Click **Place Ad**.
9. You will have to enter your **credit card information** when prompted.
10. 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.



Part D: Success 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 and Ads** 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 next line has at-a-glance statistics, including your spend, reach, and click-through rate.
 - a. Default stats will show the last 7 days, 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. For that, keep going down the page.

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

6. Below, you will see 2 versions of your ad: “Ad” and “Sponsored Stories.” If the latter is not working for you (sometimes it works better when your page has lots of fans already), you can toggle the **Status** to “pause.”
7. Click on the link to your ad to expand the display.
 - a. If you want to edit the Ad or the Targeting, you can easily do so by clicking the Edit symbols.
 - b. Check out the Performance column. This is where you learn:
 - i. How many page likes your page has had.
 - ii. How many actions have been taken as a result of the ad.
 - iii. Note: The same people may have liked the page AND liked a photo or commented.
8. Facebook has numerous reports and metrics to review. 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!