

FILMONOMICS IV



SOCIAL MEDIA FOR YOUR FILM
by Joanne Taylor, WeAreTheTonic

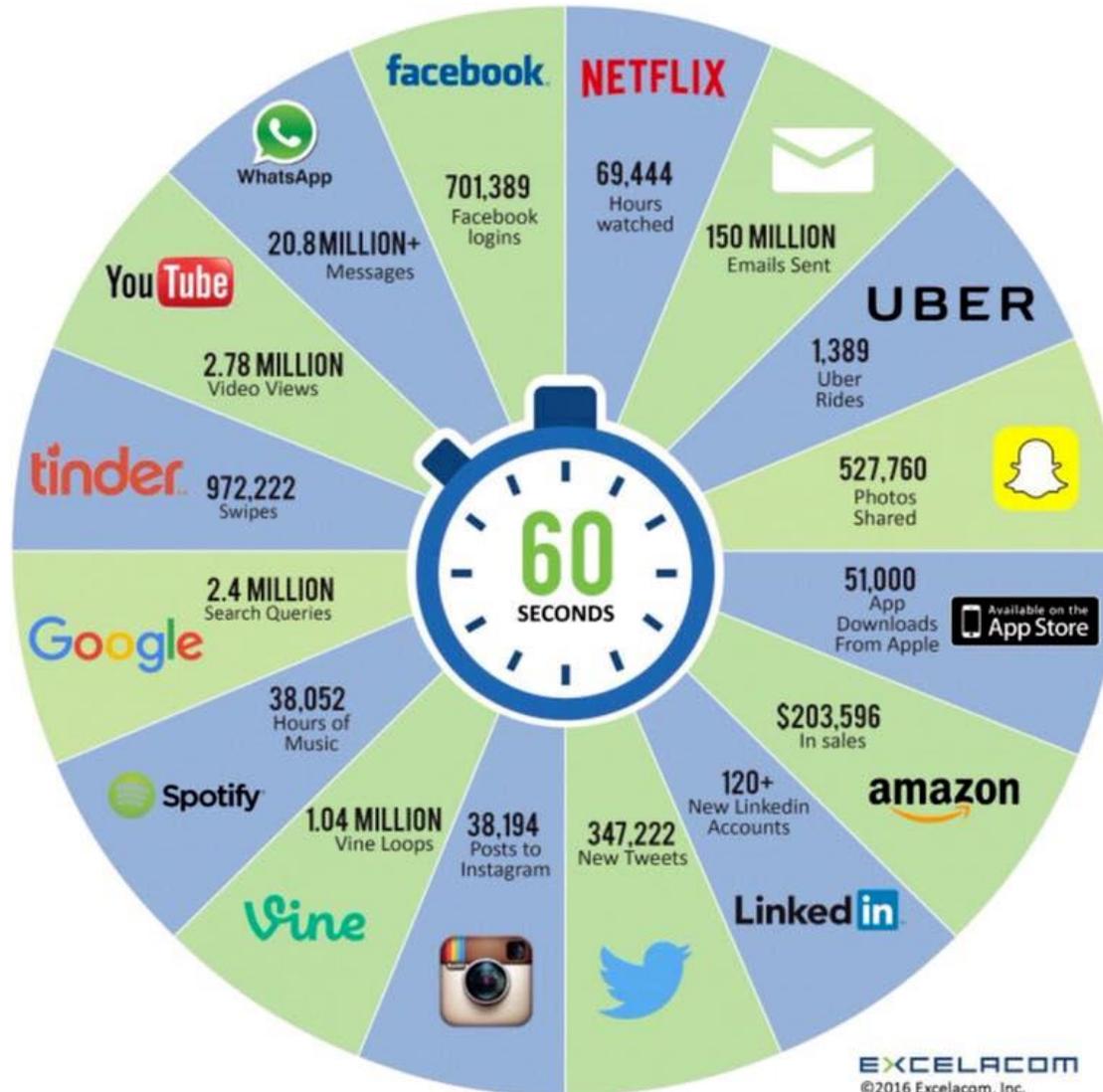
WHY IS SOCIAL MEDIA IMPORTANT?

Social media platforms + channels and the way we interact with brands, companies and individuals is now a staple of most people's daily lives. From catching up with friends, getting up to the minute news as well as entering competitions social media has a great impact on US.

So why is it important for your film?

- Digital consumption – the way we learn about the latest news is predominantly through digital means, whether that be social media or news apps on smartphones and tablets. So it is therefore important your film has an online presence!
- Your overall aim should be to engage and interact with your potential audiences, engagement will come through 'virtual reach' of targeting your core demographic audience through unique and innovative activity.
- By building up an audience and online following now, you will be able to engage a bigger audience for your crowdfunding campaign and the film's eventual release.
- HOWEVER for your crowdfunding campaign the key is to provide interesting, innovative, exclusive editorial content for a potential audience WITHOUT saturating interest for the film before its release.
- Raising awareness – early interaction creates a sense of community!

2016 What happens in an INTERNET MINUTE?



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SOCIAL MEDIA – TOP FACTS

1. Over 75% of all Internet users use social media.

1. For younger users, Instagram is more important than Facebook and Twitter.

1. Most social networks are evenly split between males and females... except Pinterest, which is used by 42% of females but only 13% of males. In comparison, Facebook is used by 77% vs. 66%, Instagram is used by 29% vs. 22%, Twitter is used by 21% vs. 24%, and LinkedIn is used by 27% vs. 28%.

2. YouTube is massive, but Facebook is still bigger:

An online poll of Web users found that 77% use Facebook, 63% use YouTube, 25% use LinkedIn, 24% use Google Plus, and 21% use Twitter. In hard numbers, YouTube has a little over 1 billion monthly users while Facebook has over 1.5 billion monthly users. The difference is significant.

SOCIAL ASSETS

- Just like for your EPK you need a good treasure trove of assets to use on social – followers will get bored if you repeatedly post/tweet the same content.
- Create your online brand early – visual brand recognition with unified artwork is essential:
 - Cover image – variations on your poster artwork or (if no poster) striking images for cover photos work best (with a strapline if you can).
 - Profile image - let the profile picture explain who you are: 'e.g. Film Title'
- Like your film, Facebook and Twitter tell a story – think about social assets as early as possible:
 - Exclusive video clips
 - Blogs/Vlogs from the set/edit suite etc. – cast and crew
 - Exclusive recce stills
 - Transmedia content – work outside of the tradition of just the film as product.
 - Quizzes
 - Facebook Live/Periscope ideas
- Social media is a great way to connect with people. Don't just 'sell' your product – let your page be a forum for debate/conversation and dialogue, create a community!

SOCIAL MEDIA – TOP TIPS

- It is NEVER too early to start on building your online audience – you'll find that this goes hand in hand with your grassroots work. Start your conversations early so you form good relationships with your audience and partners.
- Have something to say – don't just set up your pages and then leave them dormant for weeks. Be tactical – when is the best time to launch them?
- Take a look at your main marketing work to lead your online audience research – who do your audience follow, what hashtags are being used, are there 'fan' pages, ingratiate yourself into the 'online' community.
- Themes of your film – can you be topical, if so you'll be relevant and become a recognised voice? Is there a similar film coming out whilst yours is still in development/to be released – think about Facebook targeting that audience, fill the void for that audience after release!
- Strength in numbers! Collaborate, collaborate, collaborate – make friends with the orgs/individuals with the big followers. They will have an established audience which you can tap into plus untold content you can share etc.
- Leave no stone unturned – there is always another interest group you can be approaching, work your way down from primary > secondary > tertiary.

WHEN TO DO IT

- You should be constantly building your online audience for your social channels, this should be happening at least 2 months before your crowdfunding campaign begins so you can build a dialogue with your audience – no one wants to be sold something after liking a page or following you on Twitter or Facebook after a week.
- Make that emotional connection with them before you talk cold hard cash!
- Take your audience on your journey – invite them into your world so they feel as though they are part of the film too. Its an emotive subject, connect!
- Look at the whole journey as:
launch social channels > invite people to like/follow > build your relationship with them > tell your film's story > have great and exciting content to engage them > launch crowdfunding campaign!