



## GAT 10 Tips

- 1. Audience Research is Key:** Understand your audience. Dive into traditional and social media landscapes to identify potential outlets, programs, podcasts, blogs, and influencers relevant to your film's genre and subject matter.
- 2. Build Comprehensive Lists:** Start early and continuously expand lists comprising friends, family, acquaintances, and potential stakeholders. Utilize tools like Excel to manage and organize contacts effectively.
- 3. Craft Compelling Releases:** If a professional publicist isn't feasible, learn the essentials of crafting press releases. Ensure they cover the Who, What, When, Where, and Why, incorporating a project synopsis, filmmaker quotes, and contact details for inquiries and interviews.
- 4. Follow-Up with Media:** Sending press releases isn't enough; consistent follow-ups are crucial. Persistence might be necessary to grab media attention.
- 5. Capture Behind-the-Scenes Moments:** Document production with photos—on-set shots, candid moments, and behind-the-scenes glimpses. These visuals serve multiple purposes, from marketing materials to media coverage.
- 6. Initiate Early Social Media Presence:** Start engaging your audience early by teasing your film through social media platforms. Share clips, images, and trailers to build anticipation among your researched audience.
- 7. Network Actively:** Attend industry events, film festivals, and gatherings to connect with potential collaborators, distributors, and media representatives. Collect contacts, share your updates, and expand your network.
- 8. Leverage Festival Screenings:** Engage with festival PR early to ensure your film gains attention. Obtain the accredited media list and pitch your film to media outlets attending the festival.
- 9. Consider Hiring a Publicist or Social Media Manager:** Budget for professional help in publicity, whether it's a publicist navigating traditional media or a social media manager targeting online audiences. Both can significantly amplify your film's visibility.
- 10. Seek Guidance When Needed:** Don't hesitate to reach out for advice or guidance. Whether it's about publicity strategies or navigating challenges, feel free to contact for assistance.

## Let's Get Social! - A Beginner Workshop For Social Media

By following these basic instructions, you'll be able to create and share content on Social Media platforms, confidently, even as a beginner. Remember to have fun and experiment with different types of content to find what works best for you!

We will use Instagram, as our social media experiment.

- 1. Create an Account:** Download the Instagram app from the App Store (for iOS devices) or Google Play Store (for Android devices). Once installed, open the app and sign up for an account by providing your email address, phone number, or logging in with Facebook.
- 2. Set Up Your Profile:** After creating your account, you'll be prompted to set up your profile. Choose a username that reflects your identity or brand (if applicable), and add a profile picture (this could be a photo of yourself or your artwork). Write a short bio that introduces yourself and your interests.
- 3. Navigate to the Posting Screen:** Tap on the "+" icon located at the bottom center of the screen to start creating a new post.
- 4. Choose Your Content:** Instagram allows you to post photos and videos. Tap on "Photo" or "Video" at the bottom of the screen to select the type of content you want to post.
- 5. Select Your Media:** Choose the photo or video you want to post from your device's library. You can also take a new photo or video directly within the Instagram app by tapping the camera icon.
- 6. Edit Your Content:** Once you've selected your media, you can edit it by applying filters, adjusting brightness, contrast, and other settings. Tap "Next" when you're satisfied with the edits.
- 7. Write a Caption:** Write a caption to accompany your post. This can be a description of the photo/video, a story behind it, or any other relevant information you want to share with your followers.

8. **Add Hashtags:** You can add hashtags to your caption to increase the discoverability of your post. Simply type "#" followed by a keyword related to your content (e.g., #art, #painting, #photography).

9. **Share Your Post:** Once you've finalized your post, tap on "Share" to publish it to your Instagram feed. Your post will now be visible to your followers and anyone who visits your profile.

10. **Engage with Your Audience:** After posting, be sure to engage with your audience by responding to comments, liking and commenting on other people's posts, and following accounts that interest you.

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11. **Tag People (Optional):** If your post features other Instagram users, you can tag them by tapping on "Tag People" and selecting their username from the list.

12. **Add a Location (Optional):** You can also add a location to your post by tapping on "Add Location" and selecting a location from the list provided.