



Social Media

Guide for Screen Directors



Two experts in Social Media offer ten hands-on principles and specific actions for professional management of your social media accounts as a director.

1. Where do you belong?

- You don't need to be on every social media platform – make sure you're on a platform that showcases your art to its best advantage and that you're comfortable maneuvering on this platform, for directors this is Twitter Vimeo, Instagram.

2. Tag Everything and everyone

- People are more likely to see your content if you tag other leaders with a larger follower base (make sure they're relevant to the post!)
- Hashtag your post as well with relevant subjects, phrases, words, etc.

3. Post pictures! and videos that autoplay!

- People are more likely to look at and engage with a post if there's something eye-catching about it
- Clean high quality images make the biggest impact

4. Shorten your links

Shortening links especially on Twitter! Sites like Bitly and Ow.ly can do this for you

5. Consistency matters

- You need to post regularly to keep people interested in your work and in you.



6. You're not trying to sell your TV show/film.

Post your thoughts, new ideas, sneak peeks from new work, new releases, exciting moments on set, with actors, shots from DOP. Do not try to make people buy a download or ticket for your film/TV show. Use a project account for hard sales/PR.

7. Get into the #tbt and #fbf craze

They are great for bringing things back from the archives.

8. Always include a call-to-action

- Ask followers to 'like' and 'share', but also to share their own thoughts with you – and then be sure to react to some of the stories.

9. Be social

- Reply to comments on your posts, comment on other people's posts, like other posts.

10. Don't rely entirely on self-generated content

- Don't be afraid to share posts from other pages or to retweet other films/TV shows, friends' projects.
- Sharing and retweeting allows followers to see that you are engaged, active and not self-absorbed.