

Distributing Youth Driven Media Projects via Social Media

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This tool highlights approaches to supporting youth distribution of media projects via social media from Free Spirit Media. Included below are a step-by-step guide and a resource on how to choose different social platforms for sharing youth media.

Who is this Tool for?

Youth and educators in media programs interested in using social media to engage a broader audience for projects they've produced.

When can this Tool be Used?

Whenever you would like to share youth-produced media projects beyond your local networks.

What are the Ideal Conditions for Use?

Youth are provided opportunities to lead every step of the distribution process. Adults establish a creative environment that facilitates access and provides direct support and guidance from development to implementation.

Why is this Tool Relevant and Important?

Effectively sharing your media can significantly increase audience engagement, expand reach, and potentially have a much greater impact.

HOW TO DISTRIBUTE YOUTH - DRIVEN MEDIA

These steps chronicle **Free Spirit Media's** distribution method for digital media initiatives.

Write a Title

A title grabs the audience's attention and makes them want to watch. "What creative title best represents your media?"

01

Create a Synopsis

A synopsis is a short summary of your media. How can you briefly describe your media to get people interested in watching?

Example: "FSM News South visited the Obama Summit to speak with leading activists..."

02

Design an Engaging Thumbnail

How do you attract a viewer to your piece? Including a strong thumbnail can capture a viewer's interest before they've even seen the piece. You can choose an image from the video or make your own.

03

Share on Social Media

Upload to YouTube, Vimeo, Facebook, write a Tweet, and share on Snapchat or Instagram. What groups or organizations can you tag? What hashtags related to your topic can you include?

Example: #obamafoundation #obamasummit

04

Submit to Festivals

What festivals, video competitions, youth media websites, etc., can you submit the video to? Start your search for festivals focused on highlighting youth voices or other relevant topics at filmfreeway.com/festivals or withoutabox.com.

Example: CineYouth Film Festival

05

Utilize Partnerships

Use partnerships with relevant organizations to collaborate with special guests.

Example: Obama Foundation, ABC7, Gary Comer Youth Center

06

07

Celebrate Your Work

Host a screening to celebrate your accomplishment and solicit constructive feedback. Don't be surprised when people love the work.

how we distributed the
THE OBAMA SUMMIT
video created by Free Spirit Media



bit.ly/theobamasummit



FREE SPIRIT MEDIA™

SOCIAL MEDIA

Choosing the right platform for your content

TWITTER



Twitter is great for adding your content to larger conversations related to your topic. Choosing the right hashtags helps people interested in your subject matter find your media. Twitter is also great for event coverage. Live Tweet your event to get the community involved. Content on Twitter has high potential to go viral, but its brief engagement period means twitter posts only appear in your audience's news feed for a short time.

FACEBOOK

Facebook's algorithm makes it especially great for sharing photos. Since there's no character limit, it's also a good spot for posts that need longer explanations. Use Facebook's event tool to plan screenings and live streaming to share the experience online. Keep in mind, as Twitter and Instagram grow in popularity, Facebook may become less popular with younger people.



INSTAGRAM



Instagram is designed for sharing photos and 60-second video clips. You can generate interest in your media by sharing compelling images on Instagram and linking back to the rest of your work. It's among the most popular social media platforms with young people so engagement is high. Be aware, Instagram posts can only be made from a phone or tablet.



TUMBLR

Blogs like Tumblr are great for helping audiences engage with your work beyond observation. Share content packaged with a story or announcement to involve the audience in your progress. Tumblr helps people interested in your media learn more about it.

SNAPCHAT



SnapChat is an application that allows you to capture live action in the moment with friends and fans. From behind the scenes moments to engaging your audience with immediate insight about your project, Snapchat is an exciting way to invite your audience into all aspects of your production.

