

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

