

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.

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.

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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.

