

**ico** | Independent  
Cinema  
Office

# **SOCIAL MEDIA FOR YFP GROUPS**

A dark purple, irregularly shaped graphic with a wavy, organic border, resembling a splash or a cloud. It is centered on a white background. Inside the graphic, the text "What platforms should I use?" is written in a bold, white, sans-serif font, arranged in two lines.

**What platforms  
should I use?**

# WHAT PLATFORMS SHOULD I USE?

Where are your  
current and potential  
audience?

Pick a platform that  
suits your content

Be realistic about  
what you and your  
group can sustain



- Good fit for young age group - people very engaged
- Good fit for video/photo content
- Good for developing your brand personality
- Getting easier to sell through as a small account



- Highly-engaged base
- BUT smaller no. of users
- The place for professional discussion, arguments and breaking news
- Not really your target age groups

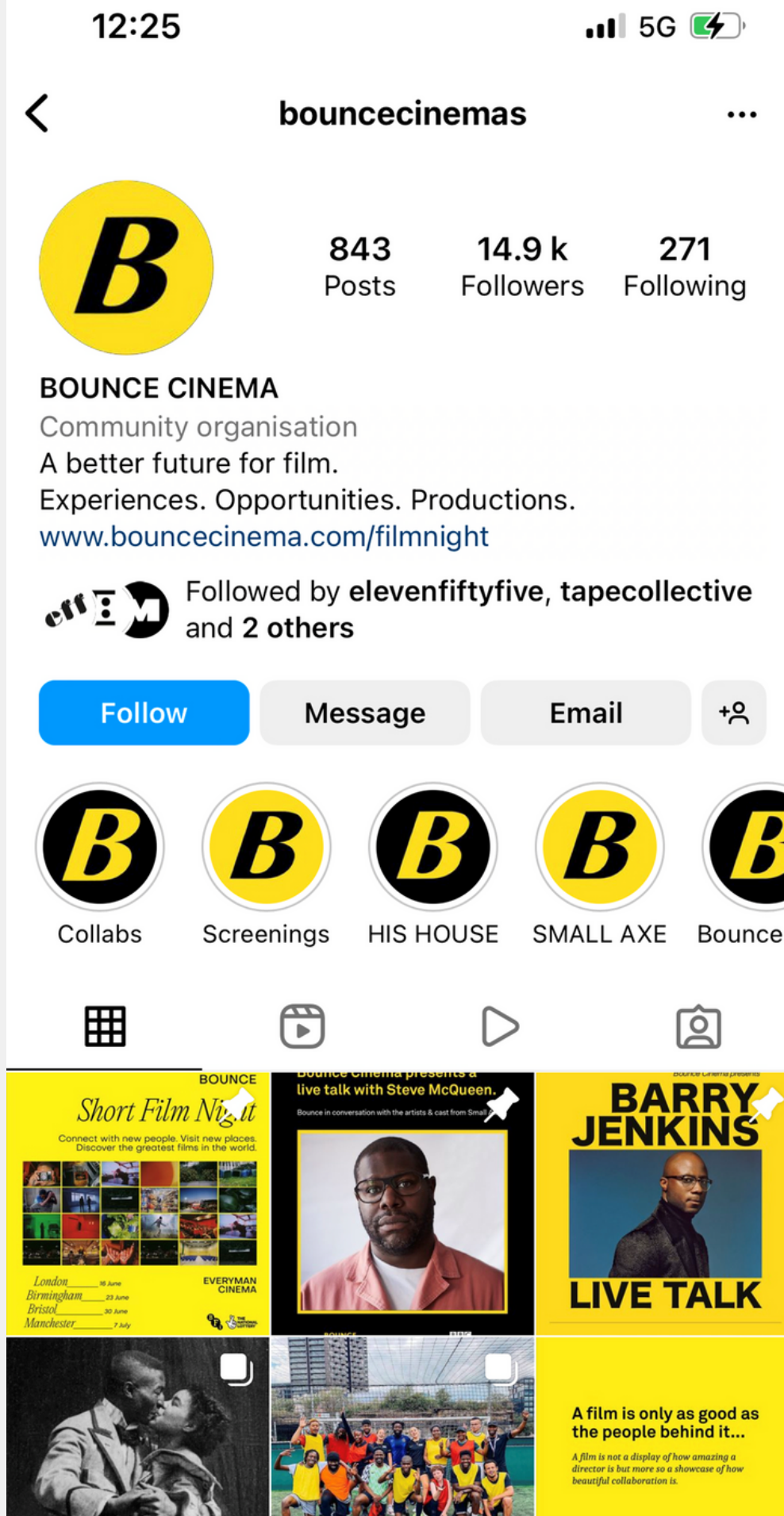


- Hard (for me) to develop content so might be a big commitment
- Hard for local content to cut through to the right people
- Possibly better for reaching new people
- Good for your age group



**What's important  
for getting  
started?**

Big bold, simple and recognisable logo



Fantastic simple recognisable visual identity that's used consistently in logos and in different grid



Bit of a vague bio ?



Clear link to their sales page. Fine if your only selling one thing. Otherwise maybe try Link Tree

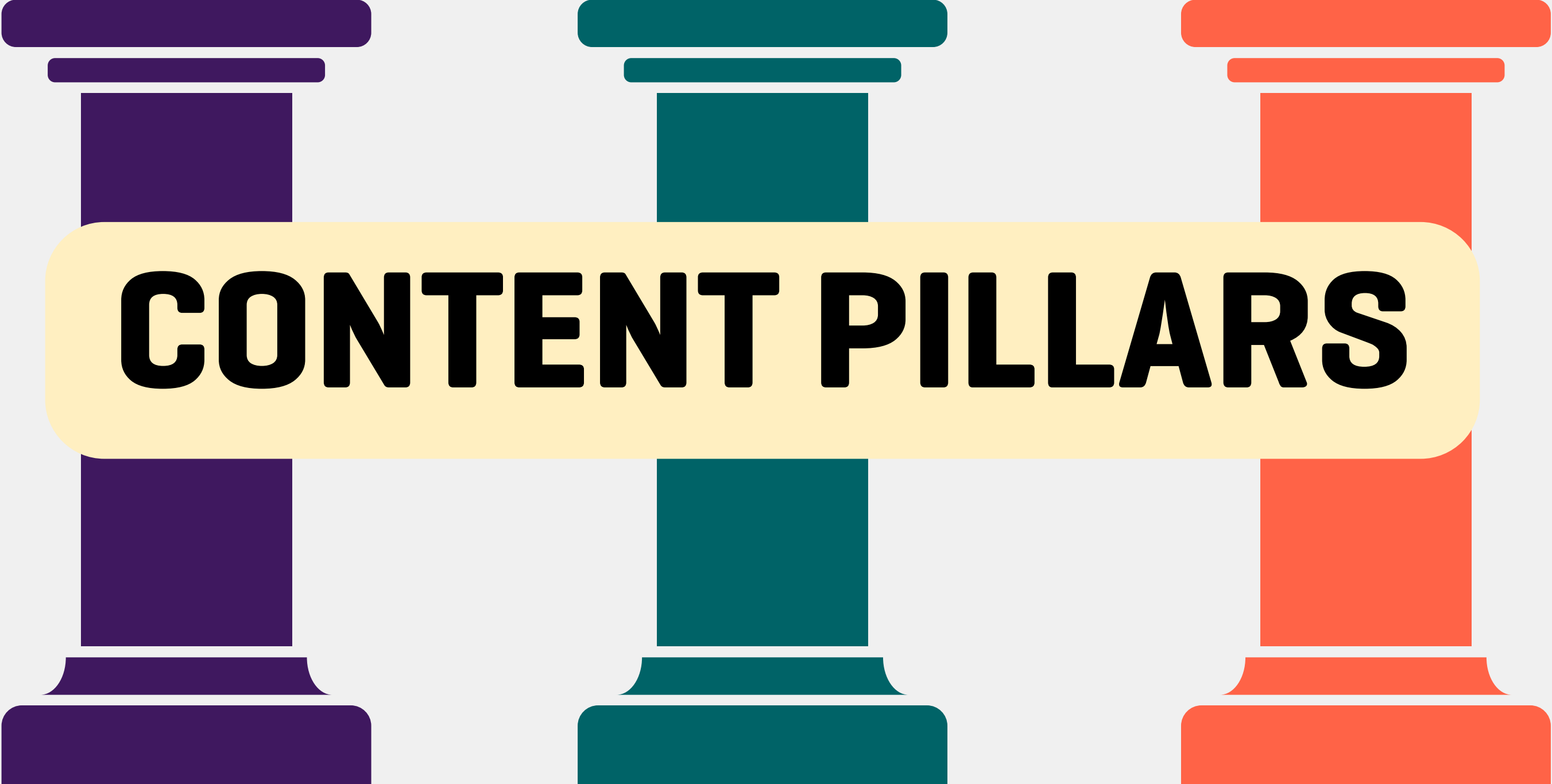


Misses two chances to introduce itself: A Story highlight and pinned grid carousel.





**Bleugh! But what  
should  
I post?**



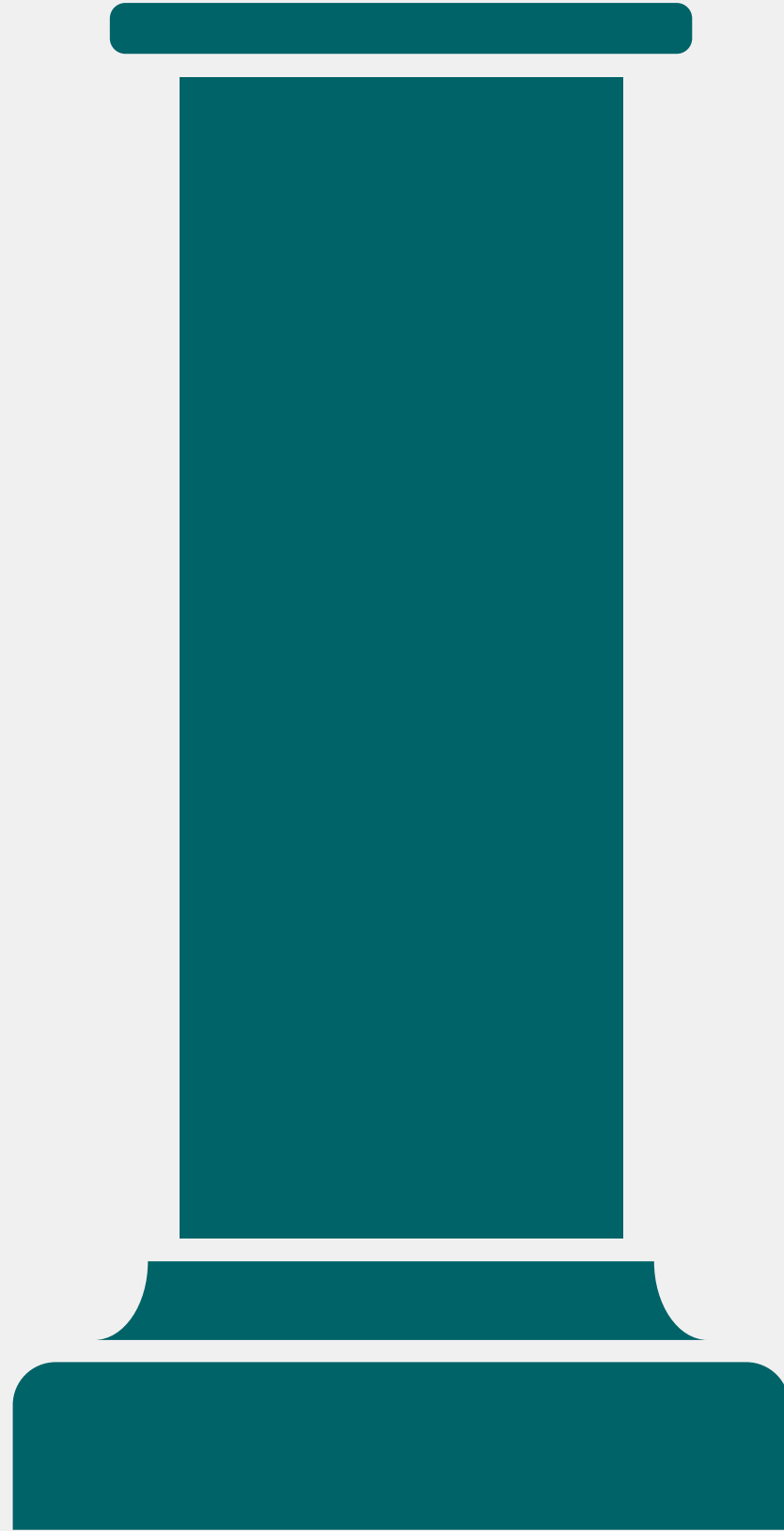
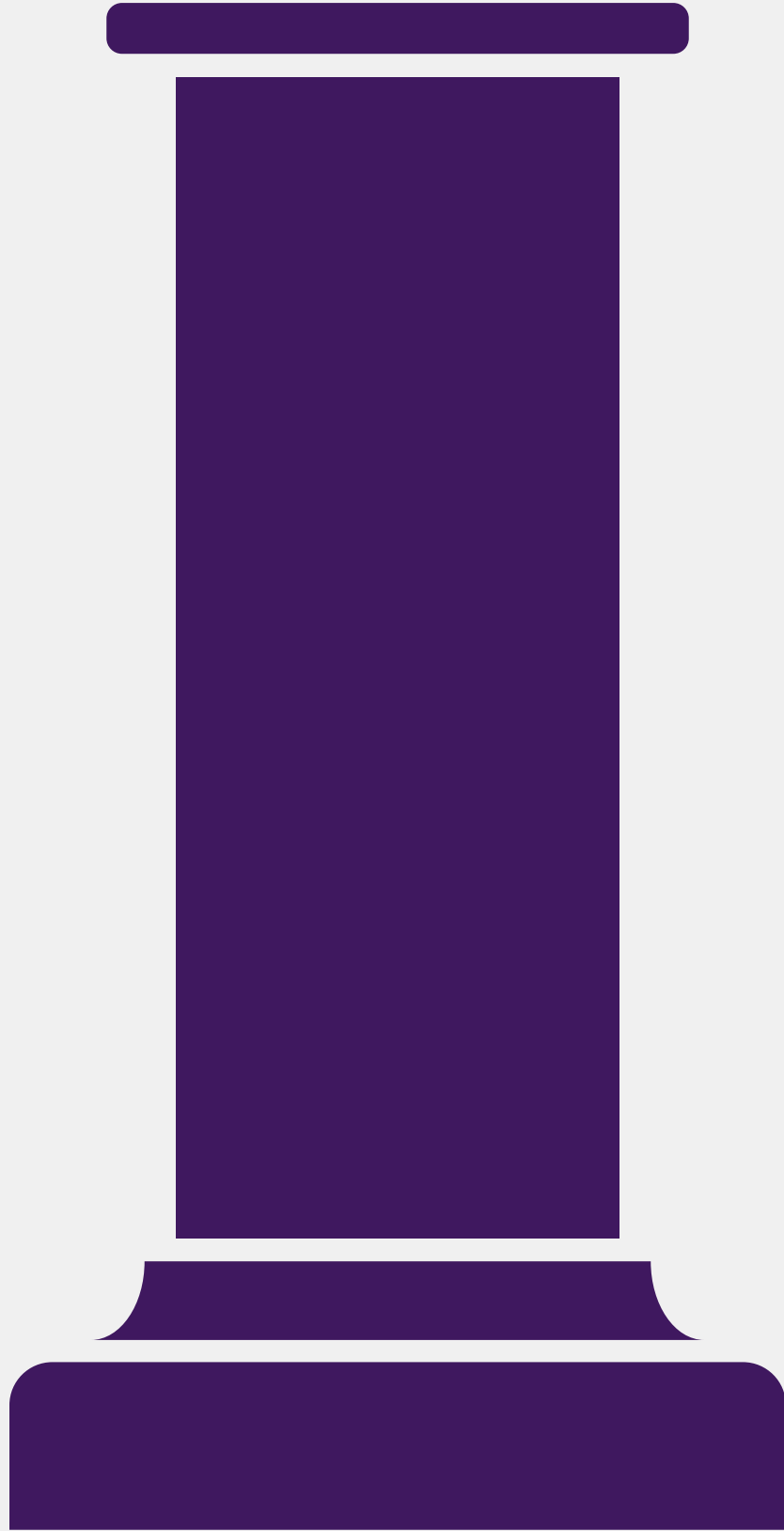
# CONTENT PILLARS



**Film Promo**

**Our Activity**

**Build a Community**



## Film Promo

- Film Stills
- Posters (old and new)
- Trailers
- Trivia
- Competition
- Star Fashion
- Reviews
- Interviews
- Quotes
- Info
- How to get there
- How to buy
- Countdown to big day

## Our Activity

- Photos/Videos of past events
- Stories of the event (on stories)
- Big success Message! (Sold out/Great Crowd/Record turn-out!
- Reactions from audience!

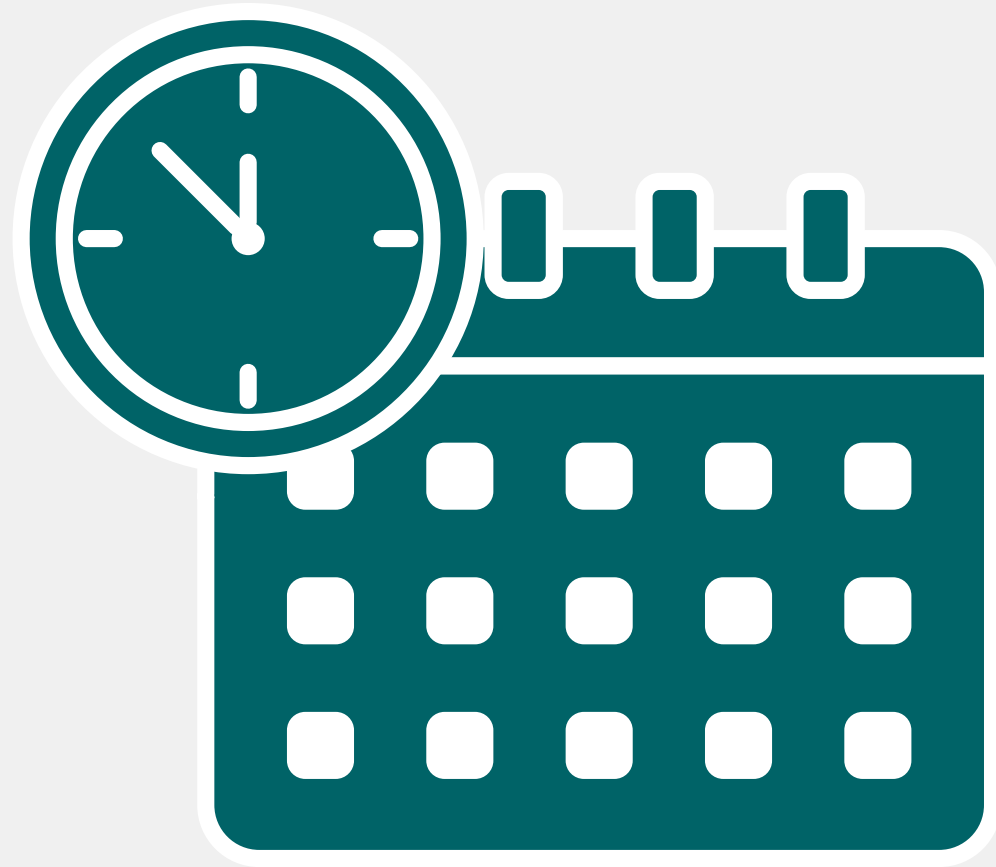
## Build a Community

- Promote other good local events/filmmakers!
- Or national opportunities for young people
- Jump on a meme (carefully)
- Recommendations of films/articles/websites



**How often should I  
post?**

**How can I schedule?**



# How often to post?

- There's no right answer!
- Be regular! (but don't go mad)
- You'll naturally want to ramp up frequency when you have an event coming up
- But don't abandon your account when you're not actively promoting!
- Schedule posts! (Later, FB Business Suite, Sprout)

# The Hungry Hungry Algorithm

What is it?  
What does it want?  
What does it do?



# **Q. What does the Algorithm want? Is it the same thing you want?**



It wants you to come up with content that keeps your followers on the platform so that it can make them (and you) look at ads for longer and gather data about them while they're there.

# How can I satisfy this monster?

- It wants you to provoke likes, comments, flick throughs on stories and carousels
- Conversing - Engaging back when people engage
- Polls/Questions on Stories
- Carousels (users flicking through)
- Stories
- Reels
- Think about longer form content which people may want to bookmark





**What about what I  
want?**

**How can I get more  
followers?**



- Consolidate your base - Invite people that you know or you know have previously attended events
- Hashtags - research local hashtags that people actually use or #dontbother (or do it just for fun)
- Tell people IRL at events to follow you and tag you with user-generated content
- Collaborate with other organisations - ask people if they'll promote, offer to cross-promote or even better create real partnerships with organisations that will bring new people to your events
- Make sure that your core group is sharing content for you on their personal pages



**How to design  
things for social?  
What to keep in  
mind?**

# I'm not a graphic designer, what should I do to get started?



- Free accounts on Canva let you do a lot
- Very easy to use and to learn
- Easy to resize for different platforms & sizes (e.g stories)
- You can import your own photos to work on
- Big library of elements (photos, graphics, shapes)
- Even better with a pro account which isn't very expensive

# Key things to think about when designing

- Try to decide on and keep a consistent set of colours and fonts so you have a consistent personality
- You often don't need your logo for social posts because it's hopefully already there in your profile and username
- **If you're using text you often want nice thick text that jumps out at people on their phones**
- Make things align nicely
  - **Think about** colour contrast (Think about colour contrast)

# YFP Outdoor Meet-Up

At the Martin Scorcese Park,  
7th July, 7.30pm

**Book Now**





Text sits on part of image  
that is readable

# YFP OUTDOOR MEETUP

At the Martin Scorcese Park  
7th July, 7.30pm

**Book  
Now**

Semi-transparent  
box



Slightly lifted effect  
text on shape



Another option!

# YFP OUTDOOR MEETUP



Martin Scorcese Park - 7th July, 7.30pm

**Book Now**

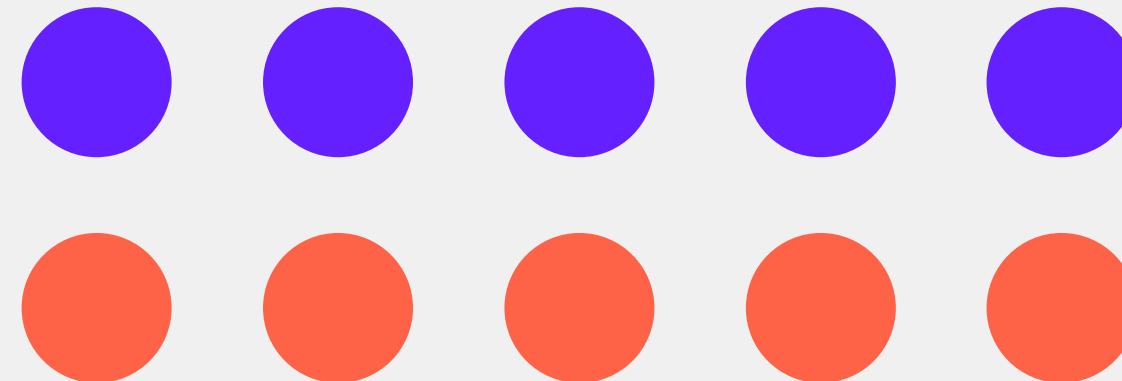


# Core design principles

**Unity & Variety**



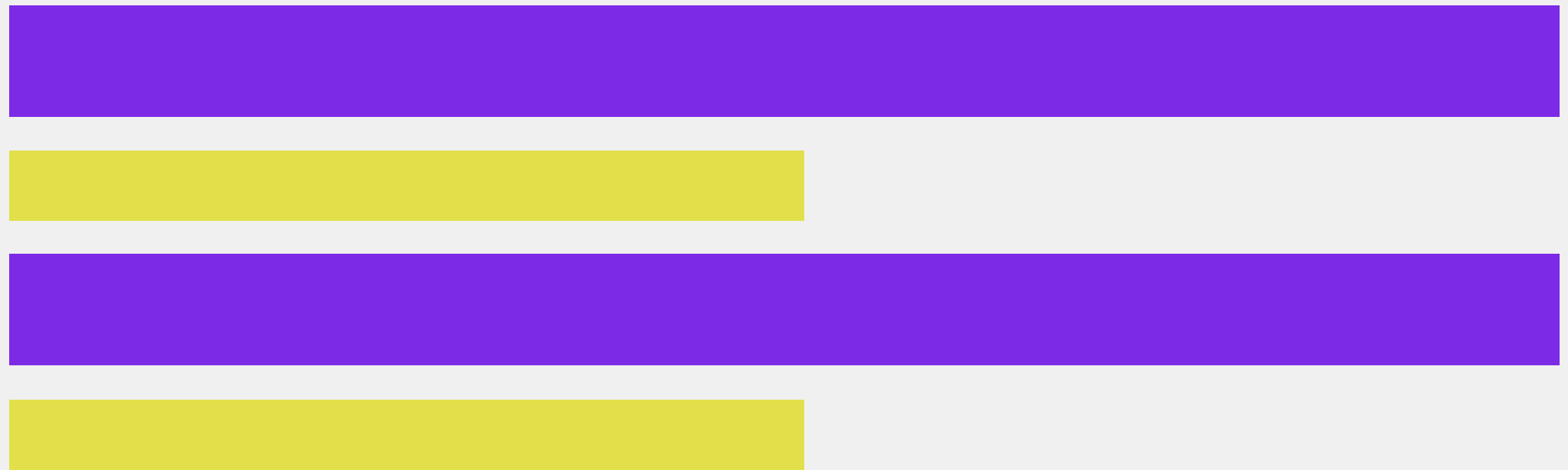
**Balance**



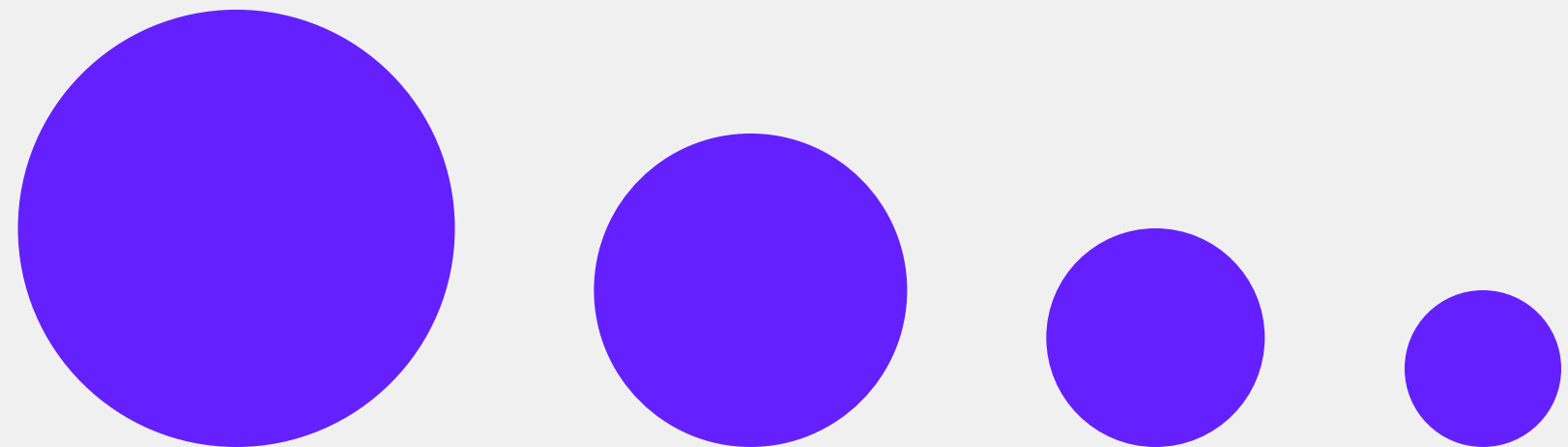


# Core design principles

**Hierarchy**

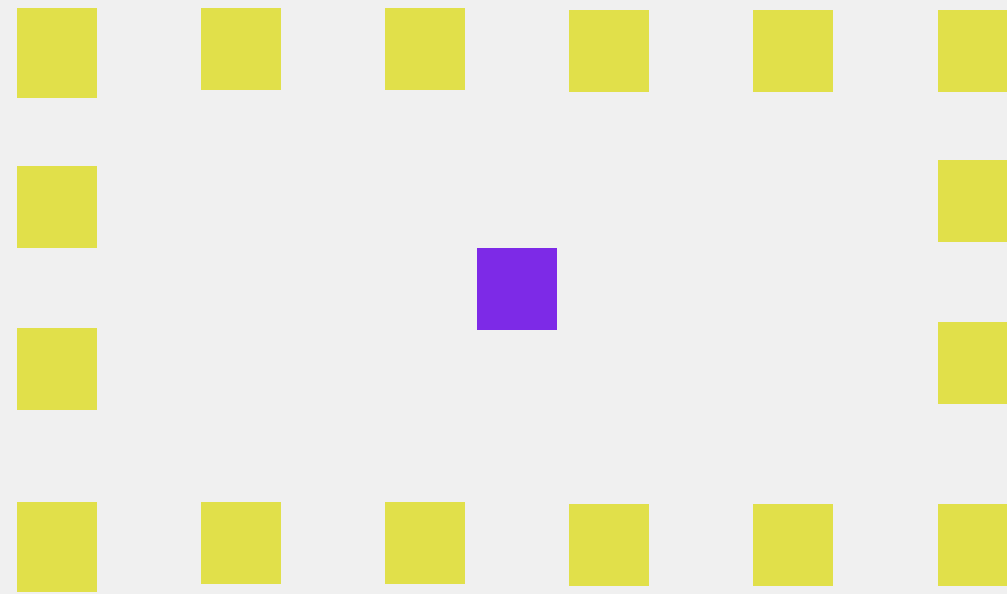


**Scale & Proportion**

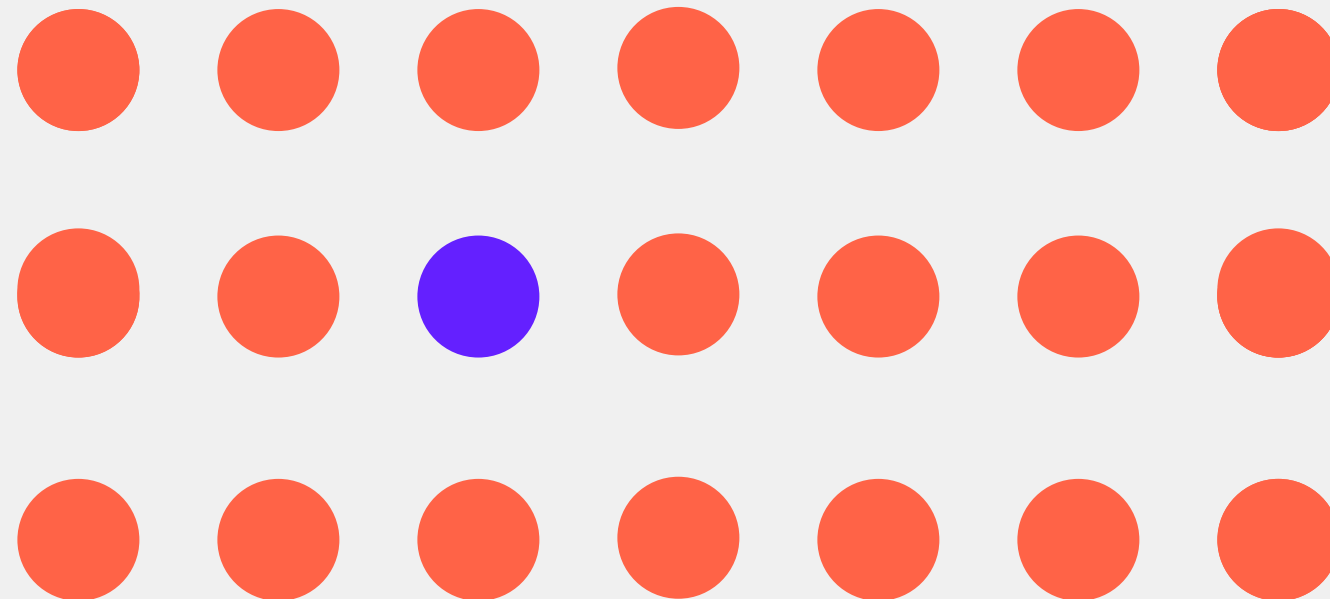


# Core design principles

**Space**



**Emphasis**





**Write how can I  
things?  
(Copywriting)**

# Copywriting

- Yes it's good to be fun and persuasive
- But it's also really important to be brief
- Be informative
- Think about the information an audience member or potential group member needs
- Keep the references open and don't get too in-jokey because people will feel excluded

# Info Proofing Checklist for Copy (and design)

- Date
- Time
- Location
- Who is it for? Who is eligible?
- What's happening? Is it clear what to expect?
- How do I book/join
- How much?
- Tags
- Funders
- Make sure to proof - names are easy to get wrong!
- It's not always about what's there as what's not there!  
That's why you use a checklist.

# Building Urgency

Just three days to go  
until...

Last few tickets...

Get in before the  
deadline...



We're almost sold out but

Last chance to get  
involved..

FOMO is coming but you  
can still...

The countdown has  
begun...

# Be inviting

Join us for a spectacular  
night at...

We are always looking  
for new members

Get involved in...



Be a part of an  
incredible...

We think you'll love...

It's so easy to join the  
team

Become a YFP and share  
your love of film

Book now. Link in bio!

Sign up for our  
newsletter

Email us for more info

DM us to find out how  
to join



**Call to action!**

Tag a friend that loves  
horror!

Grab a £3 ticket on the  
door!

Learn more





Any questions?

A large, teal-colored abstract shape with irregular, rounded edges, resembling a splash or a stylized cloud. It is centered on a white background. The text "Thanks for coming!" is written in white, bold, sans-serif font across the middle of the shape.

**Thanks for coming!**