



Social Media Marketing

for the actor (and others!)

Who is Julia Flint?

- ▶ Actress
- ▶ Writer
- ▶ Director
- ▶ Producer
- ▶ MBA in Marketing
- ▶ Years as a corporate drone
- ▶ Computer geek

What's in it for me?

- ▶ By the end of this webinar, you'll have a better understanding of how to use social media in order to help your career, make stronger relationships and connections, and design a plan of action to do all that!
 - ▶ Increase your use of social media
 - ▶ Strengthen business relationships
 - ▶ Improve career connections
 - ▶ ~~Meet the man/woman of your dreams~~ (some things I can't promise)
- ▶ Enjoy the journey!

Using Social Media

- ▶ It's about visibility
- ▶ Creating trust in your brand (if you're an actor, that's you!)
- ▶ Don't offend
- ▶ Keep things interesting, engaging and relevant

Twitter

- ▶ Setting up your profile
 - ▶ Use your real name to make it easy to be found
 - ▶ Link to your website and blog if you have one
 - ▶ Clever tagline
 - ▶ Cute 30 second description of yourself

Twitter

- ▶ Who to follow:
 - ▶ Search for anybody in production who makes shows or movies that you could work on and anyone you know or have worked with in the past - follow them
 - ▶ Look at who those people follow, and follow their industry connections, too
 - ▶ Everyone can see who you follow, so be judicious
 - ▶ Generally speaking, don't follow other actors (or at least keep the population down to a minimum 😊)

Twitter

- ▶ Start tweeting!
 - ▶ Fast adapt - find articles to tweet about or retweet others'
 - ▶ Engage readers with a question of the week, interesting factoid, etc. - something you can do regularly to keep people interested
 - ▶ Keep it simple, and don't overthink
 - ▶ Don't, I repeat, don't, overshare!

Twitter

- ▶ Gaining Followers
 - ▶ DON'T stalk people
 - ▶ DO retweet - they can see you've done it and people like to be retweeted
 - ▶ DO engage others - reply to topics of conversation you have an opinion about and can speak intelligently to
 - ▶ Always keep in mind that replies are public
 - ▶ DON'T use an automatic follow-back
 - ▶ DON'T answer a follow with anything but a thank you (if you answer at all)
 - ▶ DO let it happen organically - it's about gaining the trust of your readers
 - ▶ DO use a scheduling program (Hootsuite, TweetDeck) to set up tweets that will roll out on future dates

LinkedIn

- ▶ Great way to connect with business professionals in your industry
 - ▶ Like a business rolodex to boost your visibility in the industry
 - ▶ Almost all casting, producers, directors, etc., have accounts

LinkedIn

- ▶ Use a clever “elevator pitch” in your headline
- ▶ Customize the websites option (use keywords instead of just the links)
 - ▶ “Social Media Blog”
 - ▶ “Soccer-Related Website”
 - ▶ “Acting Website”
- ▶ Create a custom URL (e.g., <http://www.linkedin.com/in/juliaflint>)
- ▶ Use LinkedIn Answers
- ▶ Join LinkedIn Groups

LinkedIn

- ▶ **Connections**
 - ▶ Make connections with people you know (be careful with your email list! LinkedIn likes to blast to it)
 - ▶ If someone you know is friends with someone you want to connect with, ask for an introduction
 - ▶ Search for anybody in production you know or have worked with in the past - request to connect.
 - ▶ Don't stalk them! If they don't respond to the multiple reminders that LinkedIn gives them, don't try again.
 - ▶ Check out production companies, directors, writers, etc., on LinkedIn. You might be able to make a connection!

LinkedIn

- ▶ Endorsements
 - ▶ Endorse others first and endorse fairly
 - ▶ Begin by endorsing your network first, before asking for endorsements from others.
 - ▶ Keep it easy for your “inner circle.”
 - ▶ Have your closest connections pick one or two skills to endorse
 - ▶ Don’t bombard your list with requests for endorsements

LinkedIn

- ▶ Updating
 - ▶ When you update your profile, the system sends a notification to all your connections
 - ▶ If you're clever about this, it could be a way to keep yourself active on people's lists without being too in-your-face
 - ▶ Similar to postcards, use LinkedIn to keep your name and face in their minds

Facebook

- ▶ Create a fan page
 - ▶ Log into Facebook; go to <https://www.facebook.com/pages/create.php>
 - ▶ Select Artist, Brand or Public Figure
 - ▶ Choose Actor/Director
 - ▶ Put in your name; agree to the terms and Get Started!
- ▶ Keep it up to date and valid
 - ▶ Have a presence and make sure you maintain it
 - ▶ Get people talking; post about something people can comment on
 - ▶ Make it an interactive dialogue - respond back to comments on your posts
 - ▶ Avoid controversial subjects

Facebook

- ▶ How to stay relevant and engaging:
 - ▶ Posting more isn't always better. Focus on the quality of what you post.
 - ▶ Create posts that encourage participation.
 - ▶ Vary your posts - share different types of content.
 - ▶ Posts with photos tend to be the most engaging.

Facebook

- ▶ Facebook has its own algorithm of what appears in users' news feeds.
 - ▶ Don't try to figure it out, it changes constantly!
 - ▶ Just be consistent with interesting content.
 - ▶ Sadly, right now the **ONLY** way to ensure all your Facebook fans see your updates is to pay Facebook

Facebook

- ▶ Do NOT
 - ▶ Post personal things unless relevant to audience
 - ▶ Post anything about auditions at all
 - ▶ Upset anyone in casting by leaking info - be careful!

Links

- ▶ Facebook: This uses schools in the examples, but it's a really great, clear explanation of how to set up your fan page:
 - ▶ <http://www.socialbrite.org/2012/09/19/steps-to-create-a-facebook-page-that-works/>
- ▶ Twitter: An older article, but still spot-on:
 - ▶ <http://www.twitip.com/10-traits-of-highly-effective-twitter-users/>
- ▶ LinkedIn: A concise, informative article from a PR firm:
 - ▶ <http://www.fullcirclepr.com/2012/08/4-tips-to-connect-effectively-on-linkedin/>

What else?

- ▶ Those are the “Big 3”
- ▶ But there’s also
 - ▶ Pinterest
 - ▶ Instagram
 - ▶ Blogs
 - ▶ Personal websites
 - ▶ Actor websites/online services

Need more? Coming up in November!

- ▶ Join me in diving deeper into each of the social media outlets we've just discussed:
 - ▶ Twitter - November 1st, 10:00am PST
 - ▶ LinkedIn - November 8th, 10:00am PST
 - ▶ Facebook - November 15th, 10:00am PST
 - ▶ Happy Thanksgiving!
 - ▶ Instagram & Pinterest - November 29th, 10:00am PST
 - ▶ BONUS: Your online presence - December 6th - 10:00am PST

Social Media Webinar Series

- ▶ Each webinar will be recorded so you can view at any time if you're unable to be there on the air date.
 - ▶ Each webinar will be 75 minutes.
 - ▶ There will always be a question and answer period at the end of the webinar.
 - ▶ Plenty of examples and practical tips to help you maneuver through the social media maze.
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- ▶ Full series (4 webinars plus the BONUS week) = \$247
 - ▶ \$50 discount if you sign up before midnight on Friday, October 12th! (\$197)

Done for You!

- ▶ I handle it all for you: a minimum of one post a day for three social media outlets (Twitter, Facebook, LinkedIn, or three of your choosing)
- ▶ I'll give you my thoughts for the week, you approve, I post! (You can always send info to me as we go, and I'll make sure your profiles get updated.)
- ▶ Price: \$150/month, 4 month minimum

Special price until Friday, October 12th at midnight:
\$120/month, 4 month minimum

One-on-One Coaching

- ▶ We'll work once a week (over the phone and/or Skype) for an hour, four weeks in total, to best set up your plan of action for marketing via social media and to get you jump-started on the road to success!
- ▶ Included in this is my e-booklet, with tips & tricks for the “Big 3,” plus handy advice for staying in the social media game.

Price: \$359

Special price until Friday, October 12th at midnight: \$270

Thank you!

- ▶ Thanks so much for joining me today!
- ▶ I'm now going to check out some of your questions - I'll try to get to as many as possible.
- ▶ For more information, check out the website at: <http://bit.ly/smm-actor>