

So your film is now a Film Festival's Official Selection. Congratulations!

What should you do now?

Your Official Selection now gives you a great reason to PROMOTE YOURSELF!



You have just taken a huge step. Your film has been chosen as an Official Selection at an important film festival. Promotion is now VITAL to continue your advancement.

Here are four key things to do so that industry professionals and audiences notice your film and your achievement!

1. Get Your Team to Help You Promote the Achievement

You didn't make the film by yourself, so you don't have to promote it by yourself.

Your film was successful because it was a team effort. Your friends and work partners are just as committed as you are and they want the film to succeed.

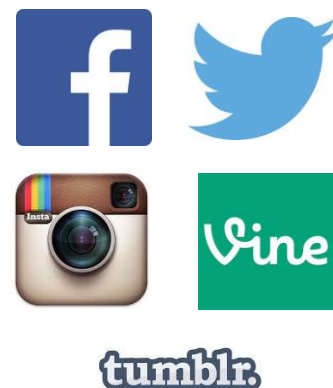
Harness your team members' energy and networks by getting them to help you take action and complete the next 3 simple steps.

2. Promote Across Social Media

Use as many social media platforms as you can

That means you have to post information at your Facebook page, Twitter, Instagram, Tumblr and Vine accounts. At these sites, ask your friends and followers to visit the film festival web site.

If you aren't active on these social media sites, either open an account, or refer back to point #1 and get your friends help you do it.



Tell an interesting story or anecdote about your film and its Official Selection, and post this news including links, images and videos. Link to your trailers, but do not provide access to your short film -- save that for the festival!

Ask and beg your friends and followers to Like, Share, Re-Tweet, and Re-Vine your post. Active friends increase response rates dramatically.

Work with the festival to promote the festival and your film at the same time. Festivals really appreciate your active participation. Here are a few easy ways to do it:

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- The Festival or other event at which your film is being projected probably has its own social media network and it's usually much bigger than yours. This means, you need to LIKE their Facebook page, find their online Facebook event, invite all of your friends to the event, follow the film festival's Twitter account, tag the festival absolutely everywhere, and CONFIRM YOUR ATTENDANCE if you are able to go (which you should absolutely try to do!).
- Make sure you comment at the film festival's Facebook page and event page. Be relevant and creative. Let everyone know how good your film is and find a creative way to do it. The festival's Facebook page and event page are great places to promote your film with links to your trailer, your web site and any other relevant media. You need to distinguish yourself, and the film festival that is hosting your film!

3. Write a smart press release and email it widely

Press releases are all about getting attention. A smart press release tells readers why they should take note of your film and its official selection by this great film festival. Tell the journalist, blogger or reader **why your film is newsworthy and actually makes a difference**. Include the "who, what, when, where and how" of your story, and include an interesting image and link to your trailer, if you have one.



Attached to this mailing, you should have received the Youngcuts.com PR tool for filmmakers. This WORD public relations template makes your press release easy to prepare. Just follow the instructions and edit the template.

If you like, email a draft of your press release to pr-service@youngcuts.com and the YoungCuts press release service will quickly provide you with constructive feedback to improve your press release.

Once you have written your press release, log in to your email account and review your contacts. Your email and address book are two of the most powerful tools available to you. You have hundreds of email addresses. Now, use them!

Attach a PDF of your completed Press Release to an email, and send it to everyone you know! Include a text version of the press release in the body of the email for those recipients who will not have time to open the attachment.

Remember not to place everyone's email in the "to" field. It is important to use the "bcc" field so that you send to many people without the email recipients seeing and gaining access to all of your email addresses. Put your own email address in the "to" field.

Of course, press releases are prepared for the press. Unless you have an angle that is newsworthy on a national scale, you are most likely to be more successful with **local newspapers, media outlets and publications**. Usually, the key newsworthy element is



that a local filmmaker (YOU!) was selected to be featured at an important and prestigious film festival.

Of course the press now includes bloggers, so extend your outreach to any relevant bloggers that you can identify. More coverage gives you and your film more presence.

Follow up emails are a good idea, but don't go overboard. Sending news regularly is a good thing. Overuse your mailing list and people will get annoyed.

When the press writes about you and your film, send the film festival and pr-service@youngcuts.com a link so that we know you were successful, and we will promote you on our social media sites and to our sponsors.

4. Attending the festival advances your interests. If you can't attend, make sure someone does for you!

If you live close to where the festival is being held, fantastic! You need to attend.



A film festival is an event and events are all about networking. You will meet influential industry professionals, and other talented filmmakers who may, one day, be your colleagues or work partners. Your attendance underlines the importance of your film and sends an important message to festival organizers and attending industry and media professionals. Journalists love to get quotes from filmmakers in attendance!

If it's impossible for you to attend, try to get a reliable colleague or friend to represent you.

You also want to invite your friends and families, especially those living near the film festival, because you want everyone to watch your film and share in your achievement.

Help your friends and family organize a celebratory gathering at the screening, even if you cannot attend.

Follow these 4 simple steps, and you will be sure to leverage your winning film festival experience.

1. Get your team to help you promote
2. Promote across many social media platforms
3. Send a smart press release to your contact list and local press
4. Attend the festival

Enjoy the experience!

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