

Social media plan

My movie will be shown in 2 platforms , the first one will be on youtube because I consider is the correct platform to show short movies (less than 10 mn) to people who want to enjoy different movies and short movies , as well is a easy platform for my class mates and friends to watch my movie and as well its a easy accesable platform for them to watch my movie as well I will post it on youtube because it has the perfect duration because if the movie is too long it will be better cuevana , popcorn time, or other platforms , the second platform were I will show my movie will be on instagram on a specific program called IGTV were videos of maximum 7 minutes could be uploaded this will be my second option because I consider its a easy platform and because is one of the most popular platforms around the world were young people and teenagers are constantly watching movies and short films or short movies so these are the main reasons for which my movie will be shown on youtube and instagram IGTV as well IGTV is a very interesting tool which is easy to use and easy to watch , and is a public platform .

My movie or my final work will have precisly 3 objectives 1 of these objectives will be personal and the other ones will accord more with the social media : the first one will be personal this means that my first objective is to achive a good and complete work were I demonstrate everything of what I had learned during the trimester these means the different shots , story telling editing etc , and achive a nice result which for the teachers and classmates is nice and comftable to watch . The second objective will be make a interesting and comprehensable movie were the watchers enjoy it and make good comments about it as well make the watcher enjoy the variety of shots and editing tricks on my movie , and finally The third objective will be achive a high quantity of watchers into the movie and leave a important message on the watchers.

My movie as well will be directed to people (men and women) between 15 to 30 because I consider is the perfect public to enjoy and analyze my movie , as well is consider this will be the perfect audience because is the people which most enjoy watching movies and could analyze better the different shots , editing tricks and other elements of the movie , as well taking into account instagram and you tube are the platforms for my movie people between these ages are the ones which are constantly watching them .

My movie will be published on the middles of June because is the time were “young” people school students and university students have summer vacations and are constantly watching instagram and and you tube videos so if I publish my movie during this time then more people will watch it and not only Colombian people but taking into account that you tube and instagram are world wide platforms then people from all the world will be able to watch it .

My movie as well will be accompany with a marketing and publicitarian campaign in order to catch more people and more espectators thats why a movie trailer will be developed and it will be published on you tube , facebook , and instagram and it wont be longer than 1 minute .

