Social Media Plan

JUAN RICARDO VELA G.

# What is my project?

This project is a short film production about a story that I create by myself. The tittle of this production is “Assassin Errors” making reference to the principal conflict in the story. The main theme that it’s presented in my short film is a realistic theme, that it’s seen nowadays and is the bad diagnostic of a doctor or specialist. What I tried to recreate was an example of a man that has a very good life, and because he receives a bad diagnostic from a doctor, his live started to change. The main character started to fall into depression because the bad diagnostic said he would die approximately in one month. Along the short film is possible to view how the main character starts to suffer and his ways to represent it. My project is basically a drama film with a little bit of action.

# Social media platform

Based on the themes and classification of my project, it should be promoted on the social media platform of YouTube. According to the duration of the video and the main theme, the better platform for a short film should be YouTube. YouTube it’s a social media platform designed for publishing any type of video with any amount of duration. This permits that the long duration of my project does not affect the amount of people that would see it. Also, YouTube has an advantage and is that the audience that uses this platform are of all the ages, letting that the video do not just be received by a specific audience. The theme of the project is interesting making that it looks attractive for any aged audience.

#  Audience of my project

According to the themes that are seen along my project, I consider that the higher amount of people will see it should be between 25 to 40 years old. This is the possible range of audience that will see our project because the story that it’s presented in the short film is not about an appropriate/interesting theme for an audience between 14 and 20, because it could be bored or very dramatic. This would be the perfect audience because it’s an age where the people could get more interested or involved with the theme. Even though i consider this, I think that any average of age could like or get interested on the theme.

# Purpose of my project

The principal purpose of this project is to publish and present to the society a cinematographic workshop that was made by students with very simple materials In a limited time. Our purpose is to make the society have a good time seeing this video and start reflexionating about the themes that are presented on it. Maybe for having more visualization, I could implementate the strategy of making publications inviting new people to see the project. These invitations could be realized by other many social media platforms, as Instagram, twitter, Facebook, etc.