

# **PART 2**

**STARRING**  
**GOOGLE+ AND PINTEREST**

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# Lights! Camera! Social Media!

## Highlights From Part 1

Social Media has changed the game in entertainment! You've got "the look", the perfect headshots, a respectable list of credited roles and performances, guild memberships, and plenty of talent, but all that may NOT be enough to win over casting directors and talent agents in this current digital age.

Not to mention, in this competitive business of show, almost everyone has the basics! So what will set you apart from the competition? Your social influence and social media savvy can help!

But **social influence** isn't just about the numbers, it's about the power you have online to affect behavior or certain actions. And now that influence is more important than ever as the industry churns out more content for the web and mobile to meet the growing demand.

Can you convenience people to watch, comment, or buy products like tickets or albums? Along with your talent, that's the potential many show biz execs are now looking for.



*"If you have have more Twitter followers, it helps in the casting process," says UTA's Social Media Agent, Eric Kuhn.*

*"A Facebook account has the ability to move product, whether it's ticket sales [or] whether it's downloads. No longer is raw acting ability always sufficient to snag a leading role--a star's social media power may become a determining factor, especially for TV or independent films."*<sup>1</sup>

But the reach of social media doesn't end with on-camera talent, [Gotcast.com's](http://www.fastcompany.com/1755802/hollywoods-first-social-media-agent-talks-the-future-of-entertainment) CEO, Adam Shankman, says that more and more the casting industry is seeking to meet the industry's need for on camera experts, "big" personalities types, and "every day people" through the internet.

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<sup>1</sup> <http://www.fastcompany.com/1755802/hollywoods-first-social-media-agent-talks-the-future-of-entertainment>

*“Talent seekers are now launching formal casting campaigns on social networking and talent-oriented sites. These campaigns are effective, quick to set up, and simple to manage. This has resulted in the creation of a new category of interactive online casting tools and resources that are growing in popularity and use.”*

*When you enter the room your social profiles come along. Your fans, friends, followers...they now all play a major role in casting decisions. From above the line to below, social media marketing is now playing a leading role in entertainment like never before.* <sup>2</sup>



And it's not just performers being required to participate in social media. Last year during the San Francisco Film Society keynote address, producer, Christine Vachon ("Boys Don't Cry"), shared that contractually she was required to do a specific number of Facebook posts and tweets to promote a new film she was to produce. The address was streamed live via the internet. <sup>3</sup>

So from above the line to below the line, from the business to the creative, social media is playing a starring role in showbiz. As an up-and-comer now is the perfect time to take it more seriously.

Part 1 of the Showbiz Up-And-Comer's Social Media Guide explained in detail what you needed to get started. It features the basics of Facebook, Twitter, YouTube, and LinkedIn. So be sure to download it from Sheer Social's blog. This second part of the guide will feature:

- Basics of social media marketing: Highlights from Part 1
- Facebook's Timeline, Edgerank and basic advertising
- Pinterest tips
- Google+ useful tools
- YouTube's new focus

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<sup>2</sup> <http://mashable.com/2010/06/18/social-media-hollywood-casting/>

<sup>3</sup> <http://www.ustream.tv/recorded/14265603>

## The Basics: 5 Things Up-and-Comers Need Online

The foundation of your social media approach consist of five basic things that will keep your online presence strong a social savvy director, producer, or talent scout.

- **CONTENT:** Impromptu performances before the powers that be may still work, but have a follow-up online. A video, songs, audio samples, a podcast, a blog, some content online that demonstrates your expertise and talents that will make that first impression a LASTING impression.
- **ENGAGEMENT:** Do you receive “likes”, Twitter mentions, online comments, and do YOU respond in a timely fashion? Being able to generate conversations online is a key element to real online social influence.
- **COMMUNITY:** Your fans, followers, and friends are your community. But don’t focus totally on the numbers; focus on cultivating relationships. Yes, having thousands or millions of fans *appears* impressive, but if no one truly engages with your content nor buys it, the numbers mean NOTHING.
- **REACH:** Do you have the potential to connect with people, their people, and new audiences? In order to go “viral” your content must get beyond your known community to those outside of it.
- **CONSISTENCY:** Regularly updating your sites with new information and fresh content is a MUST! As an up-and-comer you cannot afford to lose your audience’s attention. Posting good content on a consistent basis keeps the momentum going.

## The Basics: General Tools

As an up-and-comer you will have to become a “do-it-yourself-er.” At the start of your career you will have to be your own star and crew taking photos, recording videos, and editing content. So began thinking of yourself as a content creator. And as a content creator you’ll need:

- **Website or blog:** THIS IS YOUR ONLINE HOME so invest in a domain name and hosting. Posting content to social networks is useful, but remember on those sites your content is in steep competition for attention with chats, messaging, games, related content, and other distractions.
- **Smartphone:** Ideally, you want the capability to post content on the go to your social profiles and not be stuck always needing a traditional computer on even an iPad.
- **Digital Camera:** Capturing moments and experiences on your journey to stardom are paramount. A camera that takes high quality photos AND video is ideal and not as expensive as it used to be. So do some research before you buy.
- **Online and mobile applications:** Creating and posting content takes TIME! Whether using your iPad, smartphone, or computer it’s the apps that help you record, edit, post, schedule, and even search content on the go!
- **Email Marketing Provider:** Email is STILL one of the best ways to share info and content to the masses. As you grow your business, collect emails from fans through your website or online application. When you’re ready to promote events, do special invites, or launch a campaign your list will already be available.

## Building Your Fan Base

Until you become a major star, you have to bring the attention to you and your content. How do you do that online without a marketing budget? STRATEGY! YOU will have to put in the work online just as you do offline in preparing for auditions, performances, pitch meetings, etc!

Here's four steps to building a responsive and loyal following as you make your way to stardom:

- **Listening:** Google's alerts and blog search are GREAT tools for listening to the online conversation about you or brand. Google Alerts sends you an email with a link to the content mentioning your name. [Google.com/blogsearch](http://Google.com/blogsearch) will also find those online posts about you. Get your FREE Google Alerts account at [Google.com/alerts](http://Google.com/alerts).

Free tools like [SocialMention.com](http://SocialMention.com) and [Addictomatic](http://Addictomatic) will also help find mentions of your name online across various platforms including tweets and Facebook updates.

- **Outreach:** Contact those mentioning you online via the information they provide. BUT DON'T BE A SPAMMER! Introduce yourself and develop an online relationship BEFORE you push your content.
- **Promotion:** Email signatures, business cards, social profiles, swag, even your video content should have mentions or links to your website or other social profiles. If friends and peers have websites/blogs, cross promote each other by link and content sharing.
- **Be A Fan, Friend, Follower, & Commenter:** In growing your fan base, the main topic of conversation doesn't always have to be about you and your work. Find other topics you're interested in and share info about them as well on your profiles or website.

Comment on related blogs and join online groups and communities where your potential fans exist. Answer questions, start discussions, and engage with others' content. OCCASIONALLY post links to your own content when relevant to the conversation.

## Measuring Progress

Once your social media strategy is put to work, in a matter of months you'll begin to see measurable progress. At a glance you'll notice an increase in numbers, but what other indicators should you be noticing?

- **Engagement:** Likes, comments, and shares, oh my!
- **Impressions and reach:** How many people in and out of your social network saw your content?
- **Mentions:** Where and how often were you mentioned online?
- **Actions:** Clicks, downloads, plays, purchases. These measurable actions will give you an idea of how many people are genuinely interested in the content you provide.



Facebook fan page administrators and YouTubers are provided analytical tools with their profiles. Adding **Google Analytics** to your website or blog will further help measure activity and sources of traffic and links.

Decision-makers will seek your visible numbers (fan page likes, followers, video plays) first, but keep in mind your reach and engagement are also important, especially when it comes to building an audience or reaching customers.

How often should you measure? That's up to you. Things can change quickly in social media so checking your stats regularly will help you stay abreast of what's happening within your network. It will also help you see if your strategy is working or if you need to take a different approach.





## Facebook: Not A Friend, But A Tool!

### Subscriptions

For you with just a few hundred or few thousands Facebook friends the SUBSCRIBER option allows you to open your PERSONAL PROFILE up to anyone without friending them. If you're not quite ready for a fan page, this may be viable tool to connect with potential fans.

Keep in mind, however, unless you go through and generate Facebook lists, there's no separation between fans and friends with subscriptions. But if you use your personal profile more professionally than most, it may not be a problem.

### Timeline

This tool is ideal for highlighting key points of your life or career with friends and fans. You can now better chronicle events as they happen and even go back in time and add important occurrences via text, photo, and video. Whether an individual or brand this gives visitors a more personal perspective. A few other tools/advantages of Timeline:

- **Cover Photo:** Use this space like a personal billboard but WITHOUT any advertising or marketing messaging such as "Like my page," "10% off," "Get Free..."--such wording is prohibited by Facebook. This prime real estate on your profile or page should reflect something about your personality, interests, or your talent. Choose an eye-catching pic!
- **Featured Posts:** This tool is great for giving a particular post special attention. It stretches across your timeline, giving it appear more prominently than others. It's great for showcasing posts containing a link to a review, photos, or video.
- **Pinned Post:** Timeline now provides the ability to pin posts to the top of your timeline for a certain period. Use it to promote upcoming events, news, or anything you want to bring attention to for a set time to new visitors.
- **Direct Messaging:** As a FAN PAGE admin, you can allow people to communicate with you through private messaging. These messages can

only be seen by you and the sender. Similar to Twitter, this can be use to engage one-one-one with fans without everyone seeing it.

## Facebook Edgerank: Why Is It Important?

The fan page used to be the focus for brands and businesses on Facebook. But that has changed. Keep in mind, once your fan page is liked, visitors generally see its content in their newsfeed. They don't usually return to the fan page.

The **newsfeed is where it's at** now on the social platform! Why? Because it's what people check most. It's where they get their news and updates, check up on friends and family. As a fan page admin it's where you want your content to be consistently.

Without getting too technical Facebook Edgerank is what determines whether your posts will have the potential to be seen. Based on individual engagement--likes, comments, shares--Facebook decides for you if a post is worthy or relevant enough to continually be fed into your newsfeed.

That said, the less an individual engages with your content, whether a fan page or personal profile, the less friends or fans will see it. So don't assume everyone on your fan page or personal profiles sees your posts. They don't!

With Edgerank each form of engagement gets a certain score or weight. Likes score less than comments. Shares score highest. So pages with more photos, videos, and links, generally have a higher Edgerank than most because they have more content to engage with.

However, don't post content all willy-nilly in hopes of increasing engagement. It won't work! A mix of quality content is what works best!

Remember, your ultimate goal is for your content to reach as many people as possible and engagement is key to that. Each time a person likes, comments, or shares your content, a story is produced for their friends to see.

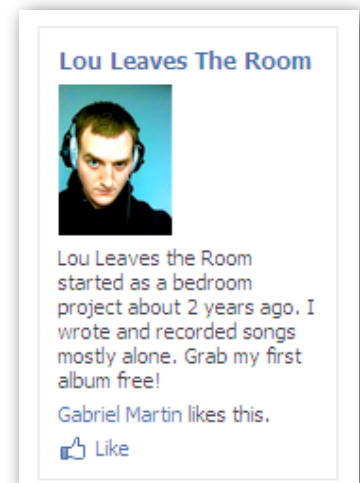
## Facebook Ads: Paying For Reach

According to the social network, only about 17% of the people that liked your fan page, actually see its content. That's not much! And thanks to Facebook new Insights you can now really gauge what content people gets the most interaction and reach.

Facebook ads can increase the visibility of your content to a targeted audience and their friends. Yes, a budget is required but not a fortune depending on how you set up your one time effort or campaign.

If you spend a few hundred dollars on flyers to promote your show, you may want to consider spending the same amount on Facebook ads and save some paper. Here's a few basics you should know:

- **Strategy:** What do you want your ad to do? Increase impressions? Likes? Send traffic to landing page optimized with some call to action? Figure this out before you begin because certain ads are better at doing certain things.
- **Targeting:** Demographic info is abundant, so get a sense of who your audience really is--everything from their location to the pages they like.
- **Picture Perfect:** It's a fact! Ads with great images that complement the copy adjacent to it have the most success. So chose your ad image well.
- **PPC or CPM:** Pay Per Click or Click Per 1000 Impressions. Depending on your goals and budget you'll have to chose. There's much debate which is better so try testing both at the same time.
- **Bidding:** How much are you willing to pay per day or per 1000 impression? The lower your bid the less your ad will likely be seen, especially if you bid lower than suggested.
- **Testing:** Ideally, you should create more than one ad with differing images and wording to gauge which ad people respond to most. On the backend of your Facebook Ads account, you'll be able to see which ads are doing best. Those not generating results you can delete immediately.



Some ads go right into the newsfeed while others remain off to the side. When promoting your new film, music download, or merely your fan page keep that in mind. Here's a few different types of ads you've probably seen and engaged with.

- **Promoted Posts:** Ideal for increasing your post visibility in **newsfeeds** for a period of 3 days. Comparatively, they are relatively inexpensive and are a one-time cost.
- **Sponsored Stories** are good if what YOU like can influence others to like something to. These ads promote your friends' and your fan page's activity on Facebook in hopes others will do the same.
- **Page Post Ads:** Turn a status update that got great engagement into an ad and potentially get even more likes, comments, and shares. The perk of these ads is that you can target exactly who sees it, unlike promoted posts that only reach your fan page audience.
- **General Ads** remain to the left on your personal profile and are good for leading people away from Facebook to your website or landing. They could also be used to bring people to a particular place on your fan page such as an email sign up or promotion.

When you are ready to take your social media effort to the next level, Facebook ads may be a good investment. In fact, the way Facebook utilizes Edgerank there's a subtle push to use ads to reach more of your audience.

Is it really worth the investment? Only time would tell. If your budget for promotion is really tight, choose promoted posts. It's one time fee and you see immediately approximately how far your money can take your content on the social platform.



## Pinterest: Pin it to Win It...Web Traffic That Is!

Speaking of up-and-comers, Pinterest was just that two years ago and now it is the third popular social network. Talk about rise to stardom!

Besides its ease of use, one of the main reasons Pinterest rose to popularity is that when images are pinned correctly, it can bring dramatic traffic to websites. However, when pinning is done incorrectly, the originator of the content is left out of the equation.

As an up-and-comer or established performer, you can totally take advantage of Pinterest's visual nature. By pinning images, audio, and videos to various boards, you give showbiz execs and potential followers much insight into your personality. Think of it as a real creative and fun resume of sorts.

The relatively new platform is also great for gauging sentiment and buzz around a certain topic. Conduct a topical search and see the amount of pins, boards, and comments generated. It can be quite telling!

Got a film, tv show, or webisode ideal for the **predominantly female** audience on the platform? Then use Pinterest boards and pins to generate interest and interaction with them. But if your audience is more broad, Pinterest can still be useful.

Here's a few basic tips:

- Properly complete your bio using keywords that make you more searchable on the platform. Be sure to include a link to your website. These things and the quality of your "pins" will help people determine whether you're worthy of following.
- Create and manage boards on various topics or the provided categories that reflect your interests like "Fav Films," "Artist I Love," "Cast", or "Soundtrack."
- Create good original content. Post to YOUR website or blog then PIN from your site to increase web traffic.
- Inspirational and funny quotes, style and fashion pics, arts and crafts, home decor, and food are the most popular pinned images.
- Add the Pinterest bookmarklet to your browser to make pinning easy and seamless as your internet surf.

- Always check to see if pins links to a website! If not, check the description for info about original source. Avoid pins that lack this information. Lack of attribution has caused many complaints and threat of lawsuits from content originators.
- DO NOT PIN from forums, message boards, Google Images, or any site the merely aggregates photos from various sites. If pinned from those sites, the originator of the image gets no link or web traffic. Try to locate the original source and pin from there!
- Got music? Pin it from Soundcloud.com. Add titles, hashtags, artist, link to purchase for downloads in the description
- Add keyword rich descriptions to your pins with appropriate hashtags (#). This will help make your pins more easier to find in topics and keyword searches.
- @Mention people you're following in the pin's descriptions or comments. Just like on Facebook. This will show the images on that person's profile, bringing your pin to their attention.
- Get interactive. Like, comment, repin, follow people or individual boards.
- Be sure to cross promote your pins across your other social profiles
- Allow people to pin to your page to generate more interactivity.
- Got merchandise for sale? Just add price to the description of the image your pinning and it will automatically be added to the top of the image. e sure to add your url that leads to back to your website.

Like with any social platform, the more active you are, the more successful you will be at building an audience there and generating some buzz. Just like other networks, engagement is important. Pinterest is great for photo contests, quotes of the day or week, and offering discounts and coupons so get creative!



## Google+ : Combining Social And Search

There's more to Google than just a search, gmail, and YouTube videos. Still, *search* is very important. You should want YOUR name and YOUR content to not only come up on the first page of a Google search of your name, but be listed at the top of the page.

The more quality content you add to the web especially via Google products (Google+, YouTube, Blogger, etc) the more you increase your presence in search results according to many studies. So for an up-and-comer being "Google-able" with quality content online is now more important than ever.

So here's a few other advantages Google+ provides that are useful to an up-and-comer or even an established entertainer:

- **Circles** allow users to easily segment their audiences on ONE profile. No need for separate personal and business pages. Easily create circles just for fans, friends, peers, the band, etc. and share content with all or just those in one circle. You can even create circles for a location or a topic of interest you share with other people. It's similar to Facebook groups, but so much easier--simple drag and drop.
- Unlike Facebook, EVERYONE in your circle can see the content you share with them depending on your privacy settings. According to Facebook itself, only a small percentage of the people that liked your fan page or you've friended actually see your posts. That percentage may be even less thanks to Facebook's Edgerank.
- No confusing fan pages, with Facebook created community pages, and personal profiles with the same name.
- Integration with Google products you already use including YouTube, Google Docs, Google Calendar, Gmail, Picasa, Blogger, Android apps, and more.
- **Hangouts** allow you to chat with 10 people or go "ON AIR" and broadcast your convo LIVE via your Google+ profile, your YouTube Channel, and your website. Once over, a public recording will be available on your channel and your Google + post. EVEN BETTER you can share documents, slides presentations, and even YouTube videos DURING your hangout.

- **Google Events** are great if you have a show or some other event coming up. Create an event page with an animated theme or create your own theme. Each event goes automatically right into Google Calendar.
- Got an Android or iPhone? With the **Google+ app** share photos and videos from the show or event in **real time** with those attending the event. All those photos and videos can go into one collection seamlessly. Imagine seeing that at your concert on a big screen!

With these perks should you leave Facebook for Google+? May be not. **Wherever your fan base or audience is online you need to be.** But testing out some of Google's great tools can't hurt! Unlike Facebook, no third party apps are required to use these native tools. All of them are at your fingertips once you create a profile.



## YouTube: They've Changed The Channel

YouTube has gotten real serious concerning quality content and has made some distinct changes to reflect it. The focus is no longer on individual videos as much as it is channels and multi-platform access, especially mobile and tablets.

New layouts, channel or activity feeds similar to Facebook, the ability to add links to social profiles, and improved analytics have been added to improve the YouTube experience. And with these new tools the video hosting site aims is to keep visitors on your channel longer and keep them returning.

So what else as a up-and-comer and content creator do you need to know?

- Know that related and recommended videos are now based on time spent watching these videos, **not** how many plays. Engagement will now be the indicator of what content gets recommended to you.
- Thanks to improved analytics you can now see how long viewers stay engaged with your videos. You can also get a better understanding exactly where in the video viewers lost interest. As a content producer that's key to making better content.
- The NEW Creative Commons License availability. You can add the Creative Commons License to YOUR videos allowing others to share or re-mix it for commercial use as long as you are attributed.
- Through the YouTube video editor, you can access a library of Creative Commons videos for re-mixing. This could prove useful if b-roll or cutaways are needed for video you are editing.
- Video editing on the social platform has been advanced greatly. Similar to iMovie, you can add clips to a timeline, create effects and transitions, and generate simple titles. This is great for sprucing up resume reels!
- If you've had an inactive account for years you should know that YouTube is "scrubbing them"--their word--off the network.
- Consider allowing embedding into blogs and websites and multi-platform playback of your videos to increase reach and views.

## That's A Wrap!

The social media landscape is constantly changing. And staying abreast of the new tools and the basics can be a challenge. It's challenging even for social media marketers!

But focus on one thing at a time. Start with a blog, or your website, then branch out to the social networks where your target audience exists be it Facebook, Twitter, Google+, a forum, etcetera. Don't be afraid to try new things, especially in this digital age.

Don't push to immediately have gazillions of followers and likes. Yes the number looks good on paper, but it's **audience engagement** and **reach** that are true measures of your social media success. So build your community organically. **Don't pay for likes and followers** that have no genuine interest in you and your content!

The true measure of your social influence is whether you can get your followers and fan page loyalists to take action---buy tickets, come into a store, or legally download. If you brag about 5000 followers or likes but can't motivate any of them to do anything, then that 5000 is somewhat useless to you.



Think to yourself, "Why should someone like my page or follow me? What makes me so special?" Once you figure that out use social media to express it in various forms. Social media is ideal for showcasing your potential, so commence to blogging, making videos, pinning, creating photo galleries, etcetera.

Be sheer, be social. Audiences now expect authenticity as an up-and-comer. And it's that authenticity that generally attract likes, pins, and followers and keeps their attention long enough for you to occasionally slip in news about your upcoming project.

Resist the urge to put your business on "front street"! What you put out into the social universe is there to stay. Getting it back, or trying to delete it, is futile. So tweet, post, update, and pin wisely. Remember, your social profiles and online presence, now more than ever can impact your career, and thus your life.

## About Sheer Social

Sheer Social is a boutique social media marketing business that helps companies and individuals manage social media better. We generate tailor-made strategies that fit individual needs.



Most importantly, we deliver measurable results by focusing on the *quality* of your engagement with your online audience not just the quantity of fans, followers, and friends. Our ultimate goal is to turn your audience into loyal customers and brand ambassadors.

Consulting, training, and managing of social media campaigns are our specialties. We also provide blog creation, online video and mobile application production.

Some of Sheer Social's clients have included Hollywood Black Film Festival, AARP, CoachArt.org, MS &L PR, Eaddy Perry & Associates, Heineken USA, and actors, Suzanne Whang ("House Hunters", "Las Vegas") and DaJuan Johnson ("General Hospital").

Be sure to get **PART 1** of the Showbiz Up-And-Comer's Guide for more helpful tips. Your feedback is greatly appreciated! And thanks in advance for sharing these guides with your friends and peers.

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