

“Social Media Marketing: What It Is and How to Build Your Strategy.” *Sprout Social*, 22 Aug. 2024, [sproutsocial.com/insights/social-media-marketing-strategy/](https://sproutsocial.com/insights/social-media-marketing-strategy/).

- This website is all about social media and marketing. I hadn't heard of it before so wasn't sure if it was completely reliable, but once looking further you could tell that they had a very good understanding of marketing. This resource had a lot of good information on how to get social media attention for your brand. It offered statistics and strategies for growing a brand, and the most successful content. They went into detail about how to specifically attract attention on Instagram as a brand. From clever captions to interesting and exciting cover pictures, there are a lot of ways to improve Rocketfest's Instagram presence and gain more traction.

Alexander, Iain. “13 Things That Make a Film Festival Successful.” *Film Industry Network*, 8 July 2019, [filmindustry.network/13-things-make-film-festival-successful/23499](https://filmindustry.network/13-things-make-film-festival-successful/23499).

- This website goes into detail about what makes a film festival successful, and the strategies to use. What stood out to me most was audience engagement and teamwork. The article talked about the importance of keeping the audience engaged, and how dialogue between filmmakers and audiences can help keep people interested. They also wrote about how much teamwork and communication goes into producing a film festival. They emphasized how you have to be open to adapting and facing obstacles, and how it's important to make sure that you communicate well during those challenges. This article is helpful to me when organizing the festival, and trying to make it a positive experience from the staff and audience.

Joshi, Vikram. “Council Post: The Power of Social Media in Modern Marketing.” *Forbes*, Forbes Magazine, 9 Oct. 2024, [www.forbes.com/councils/forbesbusinesscouncil/2024/10/09/the-power-of-social-media-in-modern-marketing/](https://www.forbes.com/councils/forbesbusinesscouncil/2024/10/09/the-power-of-social-media-in-modern-marketing/).

- I think this is a reliable source because its from a website I trust. The article talks about the benefits of social media in business. This is helpful because I am running our social media account, and it helps me to understand how I can help our festival. It discusses how important social media is from brand awareness and customer engagement, two things that are very important for rocketfest. It also talked about the data and analytics that you have access to when running a business account. I hadn't thought about that information much, but now I realize that I can use that to figure out how to target certain demographics.

*"How to Start a Film Festival, According to This Expert."* Backstage, 9 Sept. 2022, [www.backstage.com/magazine/article/how-to-start-a-film-festival-interview-75500](http://www.backstage.com/magazine/article/how-to-start-a-film-festival-interview-75500).

- This article talks about the process of starting a film festival. This is important because though we have a foundation, we are still trying to figure out how we can make this year better than ever. The article talks about a lot of the things we've already done like finding our mission, looking at funding, establishing a submission process, and finding a venue. Something that I thought was really interesting was the importance of an artistic director when creating a festival. They talked about how important it is to be highly selective and specific about the films you choose, to create the tone you want for your festival.

Mitchell, Kristen. "How to Create Eye-Catching Graphics." *Go Fish Digital*, 10 Sept. 2024, [gofishdigital.com/blog/how-to-make-eye-catching-graphics/](http://gofishdigital.com/blog/how-to-make-eye-catching-graphics/).

- This article is helpful because it discusses the importance of graphics in marketing. I've made all of the logos, posters, and posts for our festival, so I have made a lot of graphics. It's really important for us to get a lot of traction so we have a large amount of applicants and audience members, so it's good to know what catches peoples attention. The article gave tips on multiple different subjects, but what stood out to me was hierarchy and repetition. Hierarchy focuses on prioritizing what information the viewer needs to know, which is important when I am creating flyers with a large amount of information. Repetition is something that has been important to me throughout because it means creating a consistent brand.

Interview with Jolie Darrow, family friend and filmmaker

- My interview with Jolie helped me understand what to prioritize when creating a film festival. She emphasized how film can bring people together, and how it is important to foster community within our film festival. She also talked about having things that make our festival unique. This included having a cohesive look, brand, and goal. This is helpful when creating graphics and marketing for our festival because having a unique and interesting marketing strategy might make our festival more memorable. What she said about a goal made me think more about our goal, and how it's important for us to make sure others understand why Rocketfest is so important.

Team, Nomadic. "A Practical Guide to Boosting Posts on Instagram: Learn How and Why You Should Do It!" *Nomadic Advertising*, 30 Aug. 2024, [nomadicadvertising.com/a-practical-guide-to-boosting-posts-on-instagram-learn-how-and-why-you-should-do-it/](http://nomadicadvertising.com/a-practical-guide-to-boosting-posts-on-instagram-learn-how-and-why-you-should-do-it/).

- This source is a guide on using Instagram's paid advertising feature to get more attention and interaction with posts. I chose it because it's something I am inexperienced with and wanted to try. But, this source is slightly limited. It focuses only on Instagram boosting. While that is valuable, it doesn't discuss other aspects of marketing. It also isn't specific to festivals. I think it would be more effective if it included other social media platforms (like Twitter or TikTok), email marketing, community outreach, and other methods. Though it does not have much information, I think the information it gives can be very effective.

Bonacci, Jessica. "How to Create Social Media Graphics That Demand Attention." *WebFX*, [www.webfx.com/blog/social-media/how-to-create-social-media-graphics/](http://www.webfx.com/blog/social-media/how-to-create-social-media-graphics/).

- This source provides information about creating graphics specifically for social media. I selected it because I want to know more about graphic design specifically for Instagram marketing. This source was better than the previous one because it gave you a wider range of advice and tips when it comes to marketing. Looking over the resource, I see great information on how to create graphics that can effectively communicate and relay information, while still being aesthetically pleasing. This is especially important to me because our film festival has a very specific look and style, and we want our graphics to show that.

"Crafting an Effective Festival Marketing Strategy: A Guide for Film Festivals." *Votemo*, *Votemo*, 6 Nov. 2024, [www.votemo.com/post/festival-marketing-strategy](http://www.votemo.com/post/festival-marketing-strategy).

- This source provides information of marketing for film festivals. This source is extremely helpful because it is specific to the exact job that I have. Though separate marketing tools and film festival tools are helpful, having an article that combines the two is even more helpful. This source seems reliable as the website sponsors their own festival. The resource provides great information about having interactive things on Instagram, including polls, Q&A's, and countdowns. They also wrote about partnering with local companies and brands which was interesting to read about as we are working on connecting with The Bullhorn and The Free Library.

Hadity, John. "The Beginner's Guide to Developing a Film Festival Strategy." *Entertainment Partners*, 9 Jan. 2025, [www.ep.com/blog/the-beginners-guide-to-developing-a-film-festival-strategy/](http://www.ep.com/blog/the-beginners-guide-to-developing-a-film-festival-strategy/).

- This source provides information on submitting films to festivals and how to choose a festival. I chose this source because despite it being for people submitting to festivals, it gives me insight on what the people submitting to our festival will be thinking. They

talked about what a filmmaker should look for in a festival, and how they need to see what the festival focuses on. This lets me know that we should make it clear what our festival looks like, and what the goal of our festival is. This will be especially helpful when posting and branding on Instagram.