

Social Media / PR Tips

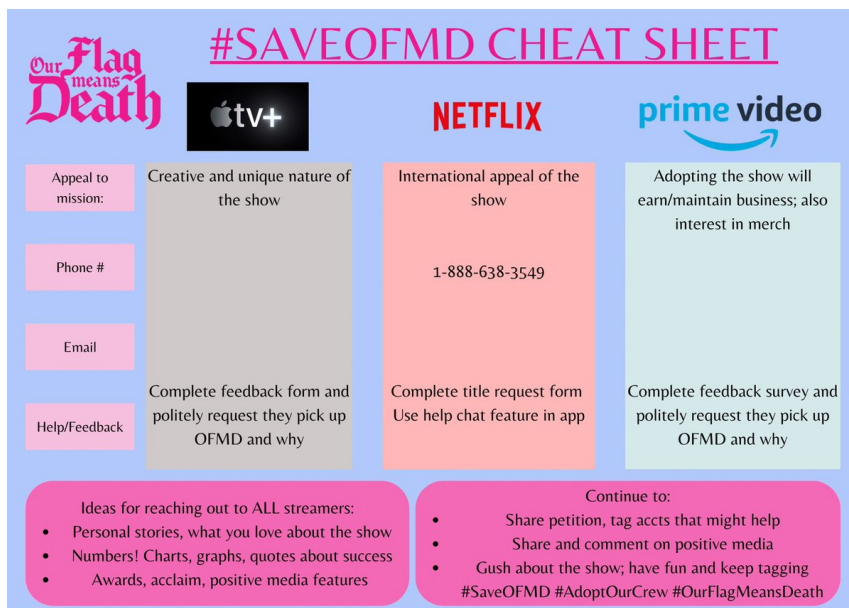
02/11/2024 11:44 am EST

General Tips

- Keep it to a maximum of three hastags per tweet (otherwise it might be flagged as spam)
- Keep the wooing and the booing apart:
 - #SaveOFMD #AdoptOurCrew = nice and polite to attract streamers and good press
 - #FinishOurStories #DontStreamOnMax = critical of the industry and HBO Max in particular
- Use discretion when commenting on HBO/Max social media posts. Don't detract from content that celebrates queer people, people of colour and other minority groups.
- Perhaps don't get too horny when you tag streaming companies :)

Infographics

<@aproperpirate>



#SaveOFMD Cheat Sheet

	Apple TV+	Netflix	Prime Video
Appeal to mission	Creative and unique nature of the show	International appeal of the show	Adopting the show will earn/maintain business; also interest in merch
Phone		1-888-638-3549	

Help/Feedback	Complete feedback form and politely request they pick up OFMD and why	Complete title request form Use help chat feature in app	Complete feedback survey and politely request they pick up OFMD and why
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Ideas for reaching out to ALL streamers:

- personal stories, what you love about the show
- Numbers! Charts, graphs, quotes about success
- Awards, acclaim, positive media features

Continue to:

- Share petition, tag accts that might help
- Share and comment on positive media
- Gush about the show; have fun and keep tagging #SaveOFMD, #AdoptOurCrew, #OurFlagMeans Death

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<@candiedsilkmoth>

Core Strategy

We are targeting **Netflix, Prime Video and Apple TV+** as potential pick up networks

When engaging with these companies online in any medium be **polite and respectful**

Do not take actions that could disrupt their operations or derail current promotions - **we are trying to attract, not harass**

Show them **what they stand to gain** by having our fandom on board - focus on showing our numbers, our passion and how vocal we are

Social Tags

Tag them in articles or screenshots from reliable sources that show how **large, vocal and dedicated** the fandom is (eg. petition milestones, news articles, ads, large con groups, stats, SFW fanart)

Tweet at them about **other shows and movies they've made** that resonated with you, and why OFMD is a good fit because it is similar in tone/genre/appeal (this is a good formula for Customer Feedback too!)

Comments



Comment on their social posts (esp. TikTok and IG!) about other movies and shows in a **complimentary and meaningful way**, bonus points for anything that features our cast

Do NOT hijack posts announcing/promoting media by other marginalised voices

Where possible, go for **older posts for older campaigns** as this will gain attention without messing with their active promotional objectives

eg. "Jumanji is so fun, I rewatched it last night and highly recommend! Rhys Darby also stars in Our Flag Means Death, I'd love if [streamer] picked it up too as I think you'd you'd do a great job with Season 3 #AdoptOurCrew #SaveOFMD"

HR



Open every article about the campaign and stay on the page for 1-3 minutes. Don't leave it open all day, just a normal amount of reading time. This information is tracked and informs ongoing content strategy

Reshare and reply to any articles about us - **our clicks = \$\$\$**, so give them the incentive to keep seeking our engagement

Tag publications/journalists who have covered us in **newsworthy updates** but don't spam them! If you see a tag already, Reply instead

Misc



Be creative! Take them along on a journey, **show them the vision** what it will look like for to be OFMD's network

Talk about merch! They stand to make a ton off **licensing rights** to DVD and soundtrack distribution, production art books, collectibles, apparel, you name it

Take breaks. Touch grass. Talk to your friends. This is a show about **community**



</@candiesilkmoth>