

FILM CONNECTION SOCIAL MEDIA COURSE | OVERVIEW

WHY DOES THE FILM CONNECTION HAVE A SOCIAL MEDIA COURSE?

There are two types of students: those that succeed and those that don't.

One of the main reasons students succeed is because they understand the importance of industry connections (also known as networking.)

Social Media will help you grow your connections—**IF** you follow this course and do the work.

AND THAT'S WHY THE FILM CONNECTION HAS A SOCIAL MEDIA COURSE!

SO, TELL ME A LITTLE BIT ABOUT THE SOCIAL MEDIA COURSE

There are six major components to our Social Media Course plus some bonus materials if you are so inclined (and if you're not, ask yourself, "Am I doing all I can to succeed?"):

YOUR STUDENT WEBSITE: Your student website is your portal to the Film Connection and the world. It will allow you to:

- find course curriculum materials;
- interact with Student Services;
- market yourself to the world;
- be invited to special student only seminars;
- display your resume and portfolio;
- find jobs and a whole lot more.

1. **FACEBOOK:** The most popular social media site. Skews young demographically. Guess who your primary audience is? Perfect! (One of our mentors gets more than half of his business from his Facebook page.)
2. **GOOGLE+ (MAPS, CIRCLES AND HANGOUTS):** Not nearly as popular (yet) as Facebook. We're going to use that to our advantage by getting you involved during its early stages so that by the time you finish your course you can become a Google+ star. In the meantime, if you follow our strategies, Google will drive a lot of potential clients and customers to you.
3. **LINKEDIN:** This site is all about connecting with professionals. Often ignored, LinkedIn is fairly easy to conquer (compared to the other social media sites). Setup correctly, LinkedIn alone has the potential to bring in two or three job opportunities a month for you.
4. **TWITTER:** There are a lot of things Twitter doesn't work for, and some things it does. Celebrities (movies, music and sports) is one area where Twitter works very well. We'll show you how to rise above the clutter and get your Tweets heard.
5. **YOUTUBE:** YouTube is where the next "overnight" sensations get discovered. It's how you can break into the big time. We're going to show you the best way to setup and work your YouTube account.
6. **OPTIONAL STUFF:** Pinterest, Instagram, forums, blog comments, reviews, and more.

WHAT IF I'M HAVING TROUBLE SETTING UP ALL THIS?

This course is designed to be self-taught. Now, we know that to some of you all this social media stuff will be easy. To others, it will just mean paying attention until you get it. But there will be some of you that are going to be severely challenged with our social media course. Here's where reality sets in. Let me repeat, this course is designed to be self-taught. It's a bonus to our regular curriculum and is offered as such. This means we aren't going to hold your hand, or personally walk you through things step by step. Conversely, it doesn't mean we're going to throw you to the wolves. If you are stuck and thinking of throwing your computer off the nearest bridge, [email us](#) and we'll try to help.

However, **this should be your last resort**. Life is going to be full of challenges. The best way you can prepare yourself to be successful in the face of these challenges is to learn how to solve problems on your own. Say for instance, you're having trouble setting up your Facebook account or Facebook Page.

Here are some solutions to try **before** you think of contacting us:

- Google "How to Setup a Facebook Account" or "How to Setup a Facebook Page"
- Search YouTube for "How to Setup a Facebook Account" or "How to Setup a Facebook Page"
- Go to Facebook.com and see what their help guides have to say
- Ask a friend who's a Facebook wiz to help you
- Go to [fiverr.com](#) and search for someone to "Setup a Facebook Page." They will charge you \$5 to setup your Facebook page. Fiverr has people who will setup your YouTube, Twitter, Google, LinkedIn accounts for you as well for \$5 each. Ideally, you'll find one person who'll do all of them for you. Make sure you get someone who is well reviewed, **do not** give out any confidential information, AND MAKE SURE YOU CHANGE YOUR PASSWORDS IMMEDIATELY after they finish. **DO NOT EVER LET ANYONE ELSE LOGIN TO, OR SETUP, YOUR STUDENT WEBSITE.**

Turning in Assignments for This Course

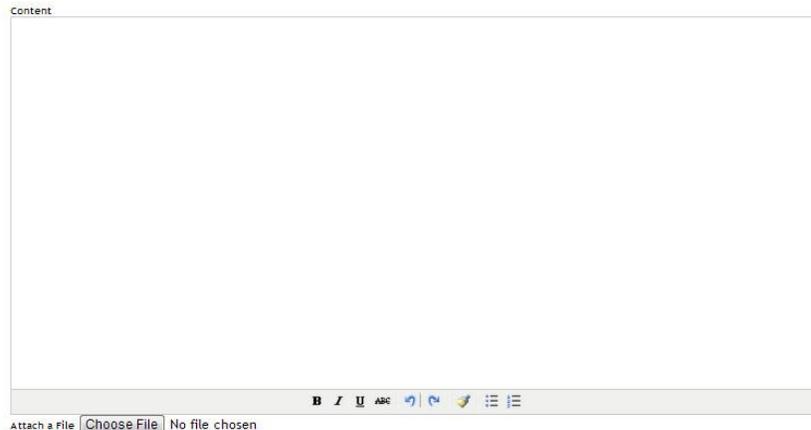
Assignments for this course are turned in online in your Student Services portal. To do this, log in, hover over "Assignments" and go to "Social Media Marketing."



Lesson 3

[Turn in this assignment](#)

To turn in your completed assignment, click “Turn in this assignment” under the assignment’s title. This will bring up the “Turn in Assignment” form, where you can enter your work into the text editor and optionally upload a file. You can save your work for future completion (without turning it in) by clicking the save button. To submit your work for a grade, you must check the “Complete” checkbox next to the “Save” button, then click “Save”. **Your work will not be viewable by instructors unless the “Complete” checkbox is checked.**



The image shows a text editor interface. At the top, there is a label "Content" above a large, empty rectangular text area. Below the text area is a toolbar with various icons for text formatting, including bold (B), italic (I), underline (U), text color (ABC), and background color. At the bottom of the editor, there is a file attachment section with the text "Attach a File" followed by a "Choose File" button and the text "No file chosen".

Adding Links

Our Social Media Marketing course requires you to submit links with your assignments. Select a Link Category, enter a Link URL, and any notes about the link.

Add Links

Category	URL	Notes
Twitter	http://www.twitter.com/my	My Twitter Profile
LinkedIn	http://www.linkedin.com/my	My LinkedIn Profile

[Add Another](#)

You cannot make further changes to an assignment once it is submitted, so be sure to have everything complete before clicking the “Turn in Assignment” button.

Viewing Your Grade

Once your assignment is graded, you will receive an e-mail notifying you of the grade, with a link to view it on your Student Services Portal. You can also navigate to the Assignments page for the course, and view your grade in the Assignments list.

Click “View Details” to view any instructor notes or suggestions.

Lesson 2

Your Grade: A

[View Details](#)

Grade: A

Instructor Notes:

Excellent work!

Graded by: hhaselkorn
Date Graded: 2012-10-01 12:52:47
Date Submitted: 2012-09-29
18:54:25

MAKING THINGS EASY ON

YOURSELF

LinkedIn, Facebook, YouTube, Twitter, you. Before you begin setting up any information ready. That way, you can just cut and paste as needed when you setup your profiles. It will make the whole process a lot easier. Before you start your Facebook page, your LinkedIn page, etc. etc. take a look at pages of people you admire and respect. See what kind of information they used. Put together your own version. And remember, Facebook is a different audience than LinkedIn, etc. so target your information accordingly.

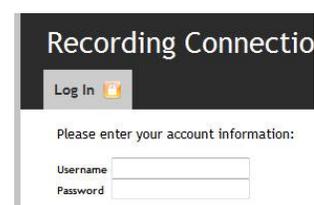
Google+ all display information about of these, you should get all your

FINAL THOUGHT: You can do this course as fast as you want. You should finish within 10 weeks max.

INITIAL SETUP OF YOUR STUDENT WEBSITE

The purpose of this lesson is to familiarize you with your student website and help you find your way around on it. Throughout this course, you should be visiting your student website on a daily basis (we'll get into why you should later in this course.) So, let's get started.

When you first sign up for our program, you will receive an e-mail with the login information for your student site. If you did not receive this, get in touch with Student Services and we will configure your account right away. The following quick-start guide is intended to fill you in on some of the basic features of your Student Services Portal.



The first step in establishing your RRF Student Site is setting up your front page content, which includes your name, picture, contact information, location, and a short biography.

Step 1: Uploading a Profile Photo

Your profile photo will be displayed in our Student Directory, and on the main page of your Student Site. You should always pick a photo that best represents yourself and your branding. To upload a new profile photo, go to the Main Page / Bio section of the Student Site Admin. In the General Information portion, you will see your existing Profile Photo (or a No Image Available placeholder), with a link beneath it that says "Change Picture." Click this to display the "Browse" or "Choose File" button (depending on your browser), and browse for the picture on your computer



Step 2: General Information

General information is where you will enter your Location, Age/Sex, Mentor, and other information that will be displayed on the front page of your Profile and in our Student Listings.

Step 3: Bio

Tell your visitors a little about yourself with a 4-5 paragraph bio. You may want to cover your education and work history, interests and hobbies (if relevant), what you like best about your major, and more. Bear in mind your goal of selling yourself to your audience, so keep this information clean and relevant!

Step 4: Contact Information

Next, you'll want to enter your Contact Information. Your E-Mail address will be used for the "Contact" form on your site, allowing visitors to get in touch with you without displaying your e-mail address. You can also enter your Facebook, Twitter, and LinkedIn information, and we'll automatically place links to your profiles on your site.

I. Blog

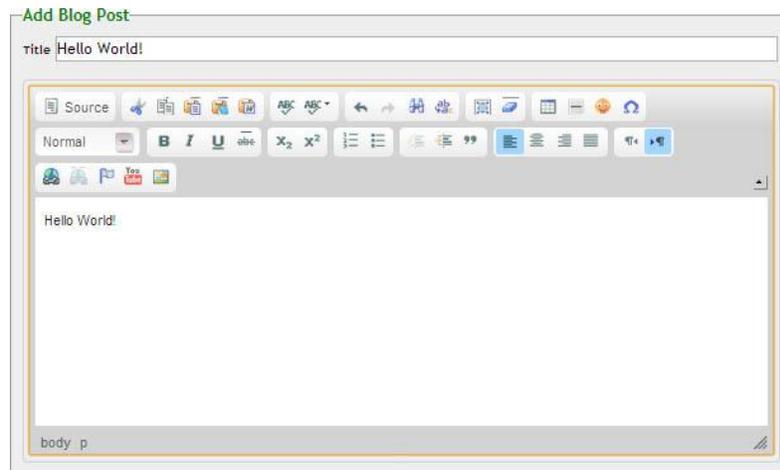
Your student site features a blog to share your experiences and tell your visitors a little more about yourself. Just click on Blog on the top navigation menu of the Student Site Admin to get to the Blog management section.

Adding a Post

To add a post, go to the Blog section of the Student Site Admin and click "Add Post." This will bring you to the Add Blog Post form.

[Blog](#)

[Add Post](#)



The screenshot shows a web form titled "Add Blog Post". At the top, there is a "title" field containing the text "Hello World!". Below the title field is a rich text editor. The editor's toolbar includes buttons for "Source", "Normal", "B" (Bold), "I" (Italic), "U" (Underline), "abc" (Text Color), "X₂ X²" (Background Color), bulleted and numbered list icons, indent and outdent icons, "Undo" and "Redo" icons, and a "Submit" button. The main content area of the editor contains the text "Hello World!". At the bottom left of the editor, it says "body p".

Simply enter the title and body of your blog post. You can also insert YouTube videos and images by clicking on the appropriate buttons in the bottom row of the editor's toolbar. Once you are done, click "Submit." This will save your post and bring you to the Edit Post form, where you can make further changes or submit the entry to Twitter and Facebook.

Your student website also features a basic URL shortener to help make it easier to build links to your student website. In the "Main Page / Bio" tab of your student website, you will see the full URL to your profile, as well as a shortened version. You can also obtain URLs for individual blog posts by Editing a post in the "Blog" tab.

Profile Page:

Your URL: <http://students.recordingconnection.com/losangeles/johndoe/>
Your Short URL: <http://rrfedu.net/1>

Blog Entry

Permalink: <http://students.recordingconnection.com/losangeles/johndoe/blog/259>
Shortlink: <http://rrfedu.net/1/259>

All blog entries made on Twitter or Facebook will automatically use your shortened URLs.

To view the entire Student Site Manual, [click here](#).

ASSIGNMENT 1:

Send us the link to your student website _____

CHOOSING YOUR BRAND....CAREFULLY

What is a Brand? Think Apple. Think Samsung. Think Steven Spielberg. Think Coldplay. You pretty much know what you're going to get before you spend your money.

Why are we bringing this up now? Because you'll soon be setting up a lot of social media accounts that all require a username/login/identity and you will want to use your Brand name for these (trust me, it's important to use your brand name for these.)

So what is a good Brand name? First, it should be something that is unique—if someone else is already using that name you need to find something else. For example if your name is John Smith, I wouldn't advise you trying to use your name as your Brand—about the best you'll be able to do would be something like JohnSmith13587. So instead of this, you could come up with something like Sliced Pineapple Productions. Secondly, your Brand should identify you somehow—it should be something that fits. In my case, I'm from Hawaii, so [Sliced Pineapple Productions](#) fits.

One good way to check to see if your idea for your Brand is available is to do the following:

Go to www.google.com and search for the Brand you have in mind. If there aren't any matching results, then you are probably all right. But don't jump the gun.

Next go to GoDaddy.com and search for your Brand as a new domain. If it's available, and you like the name, then you've just found your Brand. We highly recommend that if your Brand is available as a domain, especially as a .com, that you buy it **RIGHT NOW**. It will cost you about \$1 a month (payable annually—the default selection in GoDaddy is five years, but you can change this to one year...just make sure you put your domain on automatic renewal so you don't let your domain name lapse.)

Here's the best part about buying a domain name. **If you do, using this GoDaddy.com link**, then we'll show help you setup what is known as a 301 redirect and guess what? Instead of telling people to visit your site at students.filmconnection.com/losangeles/johnsmith, or tiny url <http://rrfedu.net/1196>, you can send them to UrBrandName.com. Which one will impress?

One last thought to leave you with. Brands are a little bit like tattoos. You don't want to be like the guy who tattoos his girlfriend's name on his chest, only to break up with her. [Fecal Dungheap](#) might sound like a good Brand name today, but in ten years' time?

Assignment 2:

What did you choose for your Brand name? _____

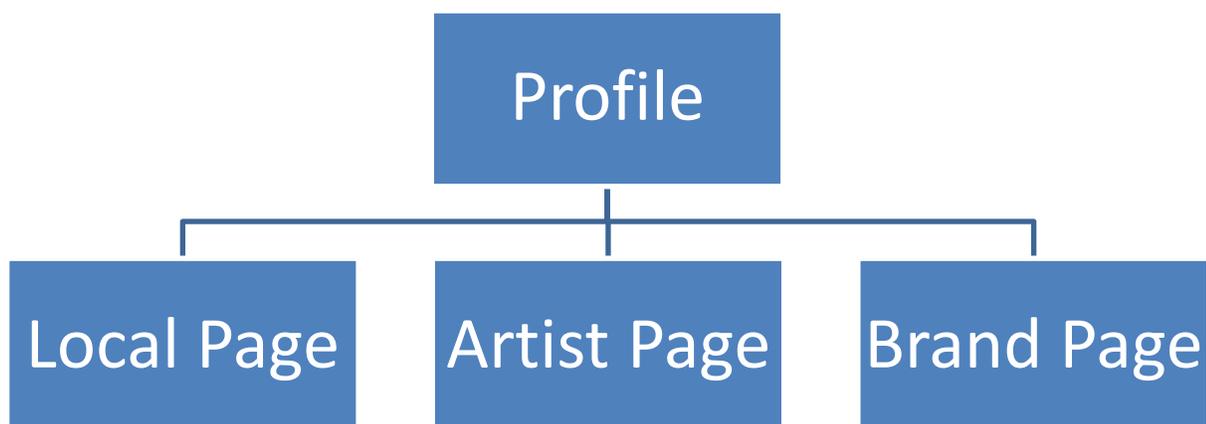
Did you buy the matching domain name? YES___ NO___

If not, why not? _____

IT'S TIME FOR FACEBOOK

Let's be clear here, when we talk about Facebook for the purposes of this course, we're talking about Facebook PAGES, **not** Profiles. Can't tell them apart? Pages get likes, Profiles get friends. If you don't already have a Facebook **Profile**, you need to create one (see Facebook Study Guide 1.) Once you have your Facebook Profile, you're ready to start the practical part of this lesson on Facebook PAGES.

Under Facebook terms of service, you are only allowed ONE Facebook Profile. We all know people who have multiple Facebook Profiles. Don't be one of them. Facebook is starting to go after these people; why risk having all your work taken down because you violated their terms of service? This is where Facebook Pages comes in. Your Facebook Profile allows you to have multiple Facebook Pages. And guess what, Facebook Pages are geared for business. Perfect! You've got lots of choices as there are many different types of Pages you can choose from. We kind of like these three, but there are other options that may appeal to you more: company pages and entertainment pages being the two obvious choices. Here's the catch. Only build a second, third, fourth Facebook Page if you are going to be able to maintain it, keep adding content to it, and use them for different facets of your marketing efforts. Otherwise, just stick with one Facebook Page and work it hard.



Before we get started with your Facebook lesson, remember these points:

The point of Facebook is to interact with your community that's already hanging out there. So don't turn off wall posts or comments on your page. You want this interaction every time a user interacts with your page- that interaction gets in front of that user's network, spreading your reach. And that's the whole point of Facebook. That leads us to:

YOUR GOAL ON FACEBOOK: Is to post engaging content that gets people commenting about it on your Facebook Page. The more engagement, the better.

YOUR LESSON: Read all three of these and then create your Facebook Page. [Guide 1](#), [Guide 2](#), [Guide 3](#)

ASSIGNMENT 3: Like [Recording Connection](#). Like [Film Connection](#). Add a comment to an article on [MIMO](#).

FILM CONNECTION SOCIAL MEDIA COURSE | LESSON 04

GOOGLE

When it comes to the Internet, Google is the King of Search. It totally dominates all other search engines combined with a market share around 80%. However, when it comes to Social Media, Google has a tendency to throw things up against the wall to see which ones stick. We recommend you concentrate on the following four areas of Google social media.

Gmail and Google Profile. This is the starting block. You will absolutely need this to take part in many of the online offerings that will be available throughout your Film Connection course. **YOU SHOULD USE YOUR GMAIL ACCOUNT TO SIGN UP FOR FACEBOOK (if you don't already have a personal profile,) TWITTER, LINKEDIN, ALL THINGS GOOGLE+, AND YOUR YOUTUBE ACCOUNT.)**

Google+ While still important, Google + has lost a little of its luster from a year or so ago when it was being trumpeted as Google's Social Media Platform.

Google Circles. This is Google's version of Facebook Groups.

Google Hangouts. This is a really cool feature of Google social media that really doesn't have a Facebook equivalent. Essentially, Google Hangouts is a platform for conducting webinars which then get automatically posted to YouTube.

We offer your Google Social Media training in two formats: written .pdf files or PowerPoint files with audio. There are 15 lessons in all, many of which deal with other aspects of Google social media than the four listed above. Go through them all and decide for yourself if any of the additional Google social media "parts" resonate with you.

- [Table of Contents](#)
- [PDFs](#)
- [PowerPoint](#)

Assignment 4: Set up your Gmail and Google Profile. Start exploring groups to join and hangouts to view.

FILM CONNECTION SOCIAL MEDIA COURSE | LESSON 05

TWITTER

Twitter is Social Media for those of few words. It's sort of like the old Hollywood pitch line of being able to tell a studio what your movie was about in 25 words or less. With Twitter you get 140 characters. (According to Google, the average word in English has 4.5 characters, so Twitter gives you approximately 30 words to make your pitch.)

Twitter has a couple of things going for it from your perspective. First, it's entertainment-centric. Music, movies and sports predominate. This is right where you want to be. Second, it's the easiest of the social media to setup, figure out and use.

So, let's get started with your Twitter Course.

- [Twitter Setup \[PDF\]](#)
- Video 1 – Twitter Basics [\[mp4\]](#) [\[mov\]](#)
- Video 2 – Twitter for Business [\[mp4\]](#) [\[mov\]](#)

GOAL: Lots of followers. Get your tweets re-tweeted.

ASSIGNMENT 5: Follow [Recording Connection](#). Follow [Film Connection](#).

FILM CONNECTION SOCIAL MEDIA COURSE | LESSON 06

LINKEDIN

Of all the Social Media, LinkedIn is the least social. It's not a place to hangout, or to notify friends where you're going to grab lunch. It's for business professionals. That means it's perfect for growing your business.

Your LinkedIn lesson consists of five separate .pdf files. Get started and get linked.

- [Overview](#)
- [Lesson 1](#)
- [Lesson 2](#)
- [Lesson 3](#)
- [Lesson 4](#)

GOAL: Concentrate on linking up with potential clients—people who can hire or recommend you—rather than with your peers (competition).

ASSIGNMENT 6:

- Connect with companies that can hire you.
- Join the [Recording Radio Film Connection LinkedIn Group](#).
- Join other groups. Build your list.

STUDENT SITE REVISITED

Congratulations for coming this far. You're in the home stretch as far as setting things up to connect with the world via Social Media. What you need to do next is to take these separate Social Media accounts and connect them all via your student website.

Hooking Up Google, Facebook, Linked In, Twitter to your Student Website

PUTTING IT ALL TOGETHER

Now that you have everything connected to your Student Website it's time to start marketing yourself through Social Media. Some of you are no doubt apprehensive, others of you are likely chomping at the bit to get started, and the rest of you fall somewhere in between.

Before you start randomly posting stuff, you'll want to develop a strategy. Here are some useful guides to help you do just that. Once you've read them all, we invite you to "go for it."

If you are worried about what the heck am I going to write about—here's a great guide:

- [Finding Content Ideas](#)

Here are two great guides on how to use your various Social Media Accounts:

- [Definitive Guide to Social Marketing](#)
- [Practical Guide to Social Media Marketing](#)

Finally, here's a short report on some campaigns that have worked:

- [Some Social Media Campaign Ideas](#)

ASSIGNMENT 7: Do something right now in Facebook, Twitter, Google + and LinkedIn. These can be posts, friend invites, comments, etc. Don't just sit there, do something.

BLOGGING

There's a 300 pound gorilla sitting right in front of you that we have yet to mention. Used correctly, it is the most powerful weapon in your Social Media arsenal. Neglect it and all your other social media activities will be diluted. Just what is this behemoth? It's the blog that comes with your Student Website.

Let me explain. Your Student Website contains your profile and places to put media, resumes, reference letters, turn in assignments, etc. All of that's great but for the most part falls under the category of a static website. In and of itself, it's not going to be powerful enough to catch the attention of Google (and the greater public.) That's where the blog comes in. A blog is what is known as a dynamic website. If you utilize your blog, in conjunction with your social media, and go about it relentlessly and diligently, great things can happen. If you ignore working on your blog and shine on social media assignments you will most likely end up sitting around waiting for the phone to ring. It's up to you.

The great thing about blogging is that you are in control. You are not limited to 140 characters. You can embed links and photos and videos and audios in your blog post. This is where people can find out who you really are (so make sure you go about things from a professional perspective.) This is where you get to express yourself to the fullest. One other thought: Facebook, Twitter, Google, LinkedIn are all great—right now. But who's to say that any of them won't become MySpace in two years? Your blog is yours, and if you took our advice and bought your Brand Name as a Domain Name and are redirecting this URL to your Student Website, you have something that will never go out of style. You can simply adjust it to your own likings down the road without having to start all over. This control, especially when it comes to owning your own domain name, is essential because it means everything you do from now on is building online equity for you, it's growing your brand. So, if you've already started tweeting, and posting on Facebook and connecting with Groups and Circles and are willing to throw blogging into the mix? Just imagine where you'll be in a couple of years IF YOU DO THE WORK.

Here are a few basic blogging tips.

1. Write and post three times a week **minimum**. At least 200 words per post (half a page.)
2. Include at least one photo with every post. **This is extremely important.** You can find lots of places to get royalty free images at http://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources
3. If appropriate, embed a YouTube video in your post.
4. Make sure you connect it to your Facebook and Twitter accounts. (This should be automatic if you set things up correctly in the previous lesson.)
5. Grow your blog readership by commenting on other blogs that pertain to your niche. Make sure your comments are intelligent, relate to the article you're commenting on, and offer some additional thought or information not already covered. (And make sure that the comment links back to you—sometimes you can link within a comment, more often your login ID that lets you comment on a particular blog is your link.)

6. Make sure that what you post in your blog is ORIGINAL CONTENT. Don't go cutting and pasting other people's stuff in your blog. If you grab quotes or an idea from somewhere else, make sure you give them a credit by linking to them.

ASSIGNMENT 8: Write two to three blog posts this week. Each post should be at least 200 words (half a page). You should think about topics that you will be able to write about that are informative, interesting, and easy to write about. Tell a story, use anecdotes, have fun.

FILM CONNECTION SOCIAL MEDIA COURSE | LESSON 09

YOUTUBE

If someone told me I had to choose just two of the social media platforms we've discussed so far and could not use any of the others, my first choice would be a blog, my second choice would be YouTube. In terms of overall traffic the top three websites in the world are:

1. Google
2. Facebook
3. YouTube

You do not want to ignore YouTube. As previously mentioned, it's where new music acts and independent TV series and movies are found. It's launched the careers of numerous musicians, actors, music producers, filmmakers.

Now some of you are probably saying, I don't have the equipment to make videos. Really? Do you have a smart phone? Guess what, it can shoot decent video. YouTube lets you make simple edits online. But for those of you who want the capability to be a bit fancier we offer the following resource guide.

[Video Resources Download Link](#)

Your first step is to create a video. It doesn't have to be anything fancy. It could be a simple introduction of you and what you do that can play to greet people when they come to your Student Website or Facebook page.

Your next step is to go to [YouTube.com](https://www.youtube.com) and setup your YouTube Channel. It's fairly basic at first glance, and I'm not going to go into great detail here as there are plenty of online tutorials if you need help with basic YouTube setup. (Or get someone from [fiverr.com](https://www.fiverr.com) to help.) Once you've finished and uploaded your first video, there are several things you'll want to do.

ASSIGNMENT 9:

- Connect Your YouTube Channel to Your Student Site by entering your YouTube Channel ID in the appropriate field of your Main Page / Bio admin page
- Connect Your YouTube Channel to Your Google+, Facebook and Twitter accounts
- Read and study how to [optimize your YouTube Channel](#) and Videos to get best results
- Read and study how to create [Calls-To-Action using Annotations](#)
- Subscribe to [Recording Connection channel](#)
- Like a video on [Recording Connection channel](#)

FILM CONNECTION SOCIAL MEDIA COURSE | LESSON 10

NOW WHAT?

By now, you have a veritable arsenal of social media ‘weapons’ at your disposal. Now it’s time to start using them. Now here’s the thing, you may find that some social media platforms resonate better with you than others. That’s fine. Go with the flow. It is better to be prolific and informative on two or three social media platforms than it is to go through the motions on all six that we’ve presented. Just remember, the more places you participate in, the more opportunities that can come your way.

For those of you who crave more, we have a great lesson on [Pinterest](#). This is extra credit. Also, here are some thoughts on other things you could be doing to increase your Internet presence and visibility:

- Comment on other peoples blogs (with link to your Student Website.)
- Participate in relevant forum discussions (with link to your Student Website.)
- Post reviews (with link to your Student Website where possible.)
- Check out MySpace. It’s re-launched with a focus on music and entertainment.
- Check out your mentor’s social media. Maybe he needs help with it?

WEEKLY ASSIGNMENTS FROM HERE ON (Recommended daily dosage)

- 1 Blog post a day
- 2 stand alone Facebook posts a day
- 2 stand alone Tweets a day
- 1 YouTube activity a day (post, comment, favorite, share)
- 1 LinkedIn activity a day (join groups, invite people)
- 1 Google + activity a day (join circles, post comments)

In addition, you should be growing your networks. Add fans, followers, and subscribers and join groups, circles, places on Facebook, Twitter, LinkedIn, YouTube, Google+ on a daily basis.

IF YOU AREN’T SPENDING AN HOUR A DAY ON THIS STUFF, YOU’RE NOT GOING TO MAKE IT.

INCENTIVE: Turning in your homework, complete with links via your Student Website, on a weekly basis allows us to build links to your posts, comments and activity. This, in turn, will help you gain traction and standing in the search engines. This is powerful stuff and only available while you are a student, so make the most of it.

Throughout the Film Connection course, we’ve stressed the importance of connections. Social Media is no different. Consider this: you have access to a network of connections right in front of you. By this, I mean all the other Film Connection students—they are all accessible through your Student Website. So interact with each other. Learn from each other. Help each other. Promote each other. That way, everybody wins, including you.

FINAL THOUGHT: By now, you've developed some great social media sites that you can refer people to. List them on your business card, your email signature. Post ads on www.craigslist.org and other sites for your services. (Don't forget to scan Craigslist and other sites daily to see if there are any gigs worth going after.)

Here's a few ideas that may get your social media writing started:

Attend an event – Integrate all social media accounts around the event. For instance if it was a movie release – blog about it, or write a review about it. Tweet it, post it on Facebook, to your Google+, and host a hangout about it.

Create a forum in Google hangouts - Bring up an issue, something that people have opinions about, a topic of conversation. Take a stance and invite a group to discuss it on Google hangouts. Write a blog post. Promote the event through social media. Host the hang out and then follow up directly afterwards with comments and review of the hang out. Get your fellow students involved; collaborate with other students to be part of the hangout.

Create a video tutorial – You may have viewed some of the Recording Connection's video tutorials—Film Connection tutorials coming soon. (If you haven't yet, you should.) YouTube and social media users love informative tutorials. Create your own. It can be something simple. Some tip or trick you've learned.

Interview someone in the biz – Create a video, audio file or blog post in interview format of you interviewing someone in the business – then post it on your various social media sites. Original content and information will gain you the most followers. Seek out a filmmaker, one of your mentors, a teacher, a retired business professional or a new graduate who landed a great new job. Pick their brain. Create an interview with well thought out questions so it flows and is not hard to edit.

Research and post – Again, posting original content to your social media sites will get you the most response, comments and followers. Pick a topic, like equipment. Do some research on the history of microphones, or a certain microphone type – post what you find with cool photos. Pick a new topic or new piece of equipment each week. If you happen to have your own experience working with different brands of equipment – for instance brands of microphone – do an informative comparison of both brands. This can be done on video or in a blog post. Then of course, tweet, Facebook, create a hangout forum to present your findings.

Ask your followers for feedback – One way to get more response from your followers is to ask for it. Post questions and ask people to respond. People love to give their opinions on their field of expertise or interest. Build followers who love what you love and engage them. Again pick a well-researched topic – equipment, trends, new artist releases, cool filmmaking techniques.

This concludes your Social Media Marketing Course.

Once you turn in your assignments for lesson ten of the Social Media Marketing Course, the Job Board and Stay Connected Curriculum are unlocked. Student Services should be in touch with you within a day or two.