

# How to promote a film for the AIA Film Challenge

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Design has the power to solve some of the biggest issues facing cities today. We believe these stories are among the most important stories we can tell.

Part of the American Institute of Architects' Blueprint for Better campaign, the AIA Film Challenge provides a unique and powerful forum that amplifies the stories of architecture projects that are transforming communities through the power of design and collaboration.

## About this guide

This document includes information for activating your network to promote your film during the public voting period of the AIA Film Challenge. Learn best practices to raise awareness for your film and encourage votes for your submission.

## Resources

Details on the AIA Film Challenge can be found on [AIAfilmchallenge.org](https://aiafilmchallenge.org). Find the official rules [here](#).

## Contacts

If you have additional questions about the Film Challenge after reading this guide, our team is here to help.

Contact Ro Hensley, our community manager, through the chat function in the participant portal any time, or at [challenge@cspencegroup.com](mailto:challenge@cspencegroup.com).

### AIA FILM CHALLENGE 2021 PROMPT:

The AIA Film Challenge 2021 invites you to share stories of architects, civic leaders, and their communities working together to achieve a zero-carbon, resilient, healthy, just, and equitable built environment.

# Mobilizing your network

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Your network can serve as a powerful tool to amplify your message throughout the Film Challenge. Here are some techniques to help you leverage social media and local events to raise awareness for your film, boost engagement, and encourage votes for your submission during the public voting period.

## Manage your profiles

We encourage you to keep your online profiles and email signatures up to date and populated with engaging content that reflects the work you do.

- Update your email signature.** Include a short synopsis of your entry and a link to your film's public voting page on [aiafilmchallenge.org](http://aiafilmchallenge.org)
- Update your social media profiles.** Confirm that your bio is accurate, encourages viewers to watch your film, and points visitors to your film's public voting page in the URL fields provided.
- Make your profiles public.** Ensure your social media profiles (or the posts about your film) are set to public view to allow your posts to be discovered and reshared by anyone.

## Tap into your network

Each film receives a unique link to its public voting page on [aiafilmchallenge.org](http://aiafilmchallenge.org). Use your unique link to share your film with wider audiences, in a multitude of ways.

- Get your film partners involved.** Encourage your filmmaking partners and film subjects to spread the word about your film, as well. For example, if you're making a film about a client's project, ask them to promote the film on their social channels and with their network.
- Communicate with your personal network.** Email your friends and colleagues, website subscribers, and your firm's client list to raise awareness of your work, and to encourage votes for your submission.
- Tap into existing newsletters.** Feature your film in the existing newsletter campaigns sent to your subscribers and your film collaborators' subscribers, too, or consider launching a weekly newsletter campaign to increase visibility.
- Host an in-person or virtual screening.** Invite your personal network to attend. We recommend including a panel discussion and Q&A with your film collaborators to create an engaging experience for your audience. You may also find filmmaker meetups and established screening programs available locally, where you may screen your film. Encourage the audience to vote for your film on [aiafilmchallenge.org](http://aiafilmchallenge.org).
- Think locally!** Research local organizations, committees, and councils that may have an interest in the project featured in your film, possibly due to its positive impact in your community. We also suggest reaching out to traditional media outlets, including journalists, local reporters, and city-focused bloggers, to collaborate on promoting your film to their audiences.

# Social media best practices

Rally your friends and colleagues to share your film and encourage them to vote as often as they can. Remember, every vote counts!

- Use hashtags.** Using hashtags allows others on social media to easily find, view, and engage with all AIA Film Challenge posts, including yours.
- Use the #AIAFilmChallenge hashtag on all relevant posts.** In addition to using #AIAFilmChallenge, consider adding other popular hashtags relevant to filmmaking, your project, and its location.
- Tag the team members, civic leaders, and others involved in your project.** They'll be notified when you share and can help to amplify your posts.
- Post frequently.** Keep your followers updated and engaged with your film during the public voting period by sharing your film regularly. Don't forget to let your followers know how, where, and when they can vote, and encourage them to reshare.

## Content types

You can share videos, pictures, and other interesting information related to your submission. Here are examples of four types of content that can be shared with your audience to create excitement and raise awareness of your film.

BEHIND THE SCENES	CUTTING ROOM CLIPS	STILL IMAGES	PROMOTIONAL MATERIALS
Show the process of creating your short film. Use footage or images that cover various stages of the journey, from the idea to shooting, and the other efforts taken to bring together your final film.	Share material that supports and complements the project, but didn't make it into the final cut, like extra interviews with key collaborators, or time-lapse footage.	Allow audiences to connect more deeply with the project by showing the team, or featured photographs selected by the Director of Photography. Support your images with stories from the journey and the relationships built throughout the project.	Build excitement with teaser videos, digital posters, quotes from your interviewees, and more. Offer a small glimpse into your film, spark interest, and entice viewers to watch the full-length version.

# Promotional resources

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## Virtual screenings

To host virtual screenings you can use virtual meeting tools like Zoom, though you may get higher quality results using the screening features available on other platforms, like Youtube Live. Here are some additional virtual screening platforms for your consideration:

[Youtube Live](#)

[Youtube Premiers](#)

[Facebook Live](#)

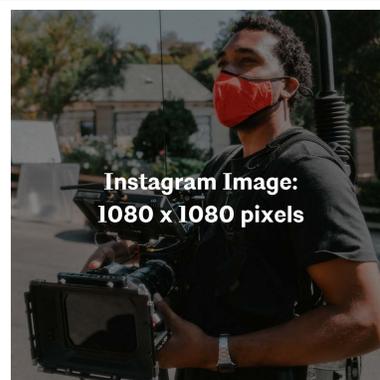
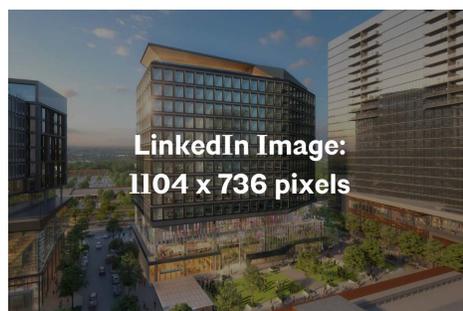
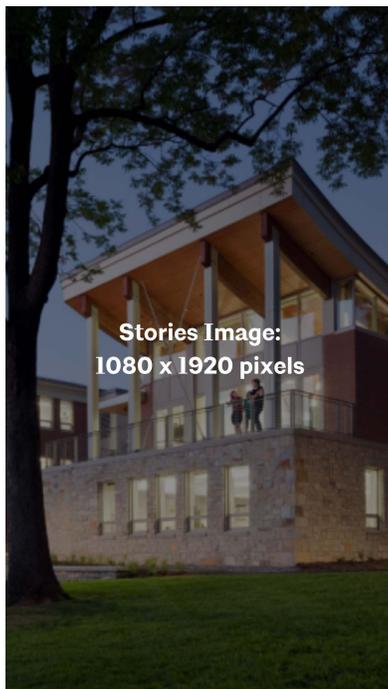
[Facebook Premiers](#)

[Kast](#)

[Scener](#)

## Images

When sharing pictures on social media, the following image sizes are recommended.



## Videos

Video files can be uploaded to social media by using .MP4 or .MOV video formats. Each platform has its own video length requirements, though **we advise creating short teasers of your film by sharing clips under one minute in length.**

Don't forget, when sharing your full-length film, direct viewers to your film's public voting page on [aiafilmchallenge.org](http://aiafilmchallenge.org) instead of uploading it to other social media platforms.

When sharing video clips, consider the following platform formats:

**1:1 ratio displays well on most major platforms**

**1:91.1 ratios are best for Instagram and Twitter**



## Sample social posts

Here are some examples of social posts you can use as a template to promote your film during the public voting period.

"We need your help. Our film [film name] is up for a People's Choice Award for the AIA Film Challenge, and we need your votes! Click the link and share if you can. Thanks!" (add link to voting site, and include video in the post)

"Hi friends! Our film based right here in [community name] is up for a People's Choice award in the AIA Film Challenge this year. Please help us by voting and spreading the word!" (add link to voting site, and include video in the post)

"We are making a difference in [your community]. We partnered with [x filmmaker/architect] to tell the story. Take a look at this BTS shot of our short film, and vote for us to win the People's Choice Award!"

"Want to know more? Here's a cutting room clip that couldn't make it into our short film! We're currently in the running for the People's Choice award. Vote here for our film to win!"

# Engagement best practices

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Build relationships with your audience by starting and joining conversations related to the AIA Film Challenge.

## **Engage with your followers**

When your followers engage with your posts or share your film, show them appreciation by liking, answering questions, and replying to their responses.

Engage with others using the AIA Film Challenge hashtag, too.

## **Remind and encourage**

During the public voting phase, encourage your followers to share and vote for your submission.

Share your submission regularly throughout the challenge, and remind your followers that they can vote every hour, and add urgency to your posts as the deadline approaches.

## **Follow AIA Film Challenge profiles**

[Twitter](#), [Instagram](#), [LinkedIn](#), and [Facebook](#): @AIANational

**Good luck promoting your film!**