

# Film School Shorts Season 4 – Social Media Toolkit

FILM  
SCHOOL SHORTS



PBS.

KQED

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## About

Bringing you the best short student films from across the country, *Film School Shorts* is a national half-hour series for public television featuring fresh talent straight from the college campus.

From hard-hitting thrillers and tense dramas to quirky comedies and magical fantasies, the cutting edge of filmmaking is here.

This year, we've added an entire section for you to share our online films with your audience. Included are direct links to Vimeo, which work great directly on Facebook. Try it!

Please use this social media toolkit as a resource in your online promotion of *Film School Shorts: Season Four*. This kit can be used as an addendum or template for your online and social media promotion efforts surrounding your broadcasts of *Film School Shorts: Season Four*.



## ***Film School Shorts.*** **The future of filmmaking has arrived.**

For questions, collaborations and requests, please contact: **Julia Shackelford**  
([jshackelford@kqed.org](mailto:jshackelford@kqed.org))

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## Useful Links

Official Website

<http://www.kqed.org/fss>



Facebook

<https://www.facebook.com/FilmSchoolShorts>



Twitter

<https://twitter.com/FilmSchoolShort>



YouTube

<http://www.youtube.com/FilmSchoolShorts>



Vimeo

<https://vimeo.com/filmschoolshorts>



PBS Video Channel

<http://pbs.org/fss>

New short films premiere online throughout our fourth season. Please free to embed!  
**BE ADVISED FOR ONLINE:** PBS Video will stream the **BROADCAST VERSIONS** of the films.

Vimeo and YouTube will stream the films in their **UNCENSORED CUT**.

Though nudity and extreme violence has been censored, some of the films do contain strong language and adult themes, and will have a content advisory at program start. Please contact [Julia Shackelford](mailto:jshackelford@kqed.org) at [jshackelford@kqed.org](mailto:jshackelford@kqed.org) or 415.553.8498 directly if you have any questions.



<https://twitter.com/FilmSchoolShort>

## Twitter

To get the conversation as big as possible:

- Follow us at <https://twitter.com/FilmSchoolShort>.
- Always remember to Mention our username **@FilmSchoolShort** in all tweets!
- If starting a tweet with our username, **remember to include a period (.)**
- Insert your own **[LOCAL AIRTIME]**.
- Please upload the respective **Twitter Photo** to your tweets.
- Check out this **list** of our featured filmmakers and follow them on Twitter!

## Suggested Broadcast Tweets

### Day of Broadcast

Tune in to [YOUR STATION'S TWITTER HANDLE] to watch the best student **#shortfilms** on **@FilmSchoolShort!** [LOCAL AIRTIME] [www.kqed.org/fss](http://www.kqed.org/fss)

Like a film festival...but with better seats. Tune in to **@FilmSchoolShort!** [LOCAL AIRTIME] [www.kqed.org/fss](http://www.kqed.org/fss)

### **Broadcast Tweets:**

#### **Episode 401 – “Future” Twitter Photo**

SEASON PREMIERE **@FilmSchoolShort** returns! 2 women look for a better future. [LOCAL AIRTIME] <http://www.kqed.org/fss>

#### **Episode 402 – “America” Twitter Photo**

American freaks & geeks get the cold-shoulder: 3 new films on **@FilmSchoolShort** [LOCAL AIRTIME] <http://www.kqed.org/fss>

#### **Episode 403 – “Mean Streets” Twitter Photo**

From LA to NYC: harassment & racism on the mean streets of America. **@FilmSchoolShort** [LOCAL AIRTIME] <http://www.kqed.org/fss>

#### **Episode 404 – “Daily Grind” Twitter Photo**

The daily grind of business, work & the office on **@FilmSchoolShort** [LOCAL AIRTIME] <http://www.kqed.org/fss>

#### **Episode 405 – “Aspirations” Twitter Photo**

Love, recovery & dreams: 3 stories about aspirations on **@FilmSchoolShort** [LOCAL AIRTIME] <http://www.kqed.org/fss>

**Episode 406 – “Crossed Stars” [Twitter Photo](#)**

Dinos, earaches & mansions. The crossed stars of fate on @FilmSchoolShort [LOCAL AIRTIME]  
[<http://www.kqed.org/fss>]

**Episode 407 – “Somebody to Love” [Twitter Photo](#)**

Everyone needs somebody to love. Yearn for more on @FilmSchoolShort [LOCAL AIRTIME]  
<http://www.kqed.org/fss>

**Episode 408 – “Reality Bites” [Twitter Photo](#)**

Reality TV under the scope! Feat @SequinRaze [inspiration #UnREALtv] @FilmSchoolShort  
11:30pm <http://www.kqed.org/fss>

**Episode 409 – “Behind Closed Doors” [Twitter Photo](#)**

What secrets happen behind closed doors? Take a glimpse on @FilmSchoolShort [LOCAL  
AIRTIME] <http://www.kqed.org/fss>

**Episode 410 – “Our Culture” [Twitter Photo](#)**

FINALE! The modern insanity of our culture closes out @FilmSchoolShort [LOCAL AIRTIME]  
<http://www.kqed.org/fss>



<https://www.facebook.com/FilmSchoolShorts>

## Facebook

To increase your reach on Facebook reach please:

- Tag [Film School Shorts](#) and the featured films in your posts! Taggable pages indicated with “@”
- Upload the [Facebook Photo](#) links by the respective episode.
- Post on the walls of groups in your area that may be interested in student films.
- Feel free to share our [photos on Facebook](#).  
(Sharing pictures is a great way to increase Facebook engagement on your page!)
- Insert your own [LOCAL AIRTIME] and [STATION].

## Suggested Broadcast Facebook Posts

(Please tag us in all posts: <https://www.facebook.com/FilmSchoolShorts>)

### Day of Premiere

The future of filmmaking returns! Watch the season premiere of @[Film School Shorts](#). [LOCAL AIRTIME] on [LOCAL STATION] <http://www.kqed.org/fss>

### Throughout Series

Like a film festival...but with better seats. Tune in to watch mini-movies on @[Film School Shorts](#)! [LOCAL AIRTIME] on [LOCAL STATION] [www.kqed.org/fss](http://www.kqed.org/fss)

Want to see who's going to be tomorrow's hot filmmaker? Tune in to watch @[Film School Shorts](#). [LOCAL AIRTIME] on [LOCAL STATION] <http://www.kqed.org/fss>

The cutting edge from American film universities is here. Watch the new season of @[Film School Shorts](#). [LOCAL AIRTIME] <http://www.kqed.org/fss>

### Broadcast Posts:

#### Episode 401 – “Future” [Optional Facebook Photo](#)

Season premiere of @[Film School Shorts](#)!

Women look for a brighter future in two powerful films (@ZELOSTHEMOVIE, @salamghourba). [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

#### Episode 402 – “America” [Optional Facebook Photo](#)

American freaks and geeks (and a robot). Watch three mini-movies films about feeling like an outsider (“Total Freak” @timmyiimovie @RitaMahtoubian) on @ [Film School Shorts](#) at [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 403 – “Mean Streets” Optional Facebook Photo**

From Los Angeles to New York City: two films tackle sexual harassment and racism (@SHAREthemovie @Hypebeasts) on @[Film School Shorts](#) at [LOCAL AIRTIME].

<http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 404 – “Daily Grind” Optional Facebook Photo**

The daily grind of business, work and the office on @[Film School Shorts](#). Watch @SocksandBonds, “Hopkins & Delaney LLP” and “Butterfingers” at [LOCAL AIRTIME].

<http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 405 – “Aspirations” Optional Facebook Photo**

Yearning, recovery and dreams. Watch three stories about aspirations (“Bottle”, “Glory Days”, @leafilm) on @[Film School Shorts](#) at [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 406 – “Crossed Stars” Optional Facebook Photo**

Love in the time of dinosaurs, earaches and Victorian mansions. Watch the crossed stars of fate in “The Life and Death of Tommy Chaos and Stacey Danger”, “Googly Eyes” and “Fool of People” on @[Film School Shorts](#) at [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 407 – “Somebody to Love” Optional Facebook Photo**

Going through a mid-life crisis while trying to find somebody to love isn’t easy. Watch two mini-movies (@ohlucythemovie and “Tin”) on @[Film School Shorts](#) at [LOCAL AIRTIME].

<http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 408 – “Reality Bites” Optional Facebook Photo**

Reality TV goes under the scope on tonight’s episode, featuring the acclaimed @Sequin-Raze-225793570858106 (adapted into the series @UnrealOnLifetime) and “Kendall Got a Rose” on @[Film School Shorts](#) at [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 409 – “Behind Closed Doors” Optional Facebook Photo**

What happens behind closed doors? Tonight’s episode features the poignant @Busted-On-Brigham-Lane-114222665328321 and the animated “Expiration Date” on @[Film School Shorts](#) at [LOCAL AIRTIME]. <http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 410 – “Our Culture” Optional Facebook Photo**

Season finale of [@Film School Shorts!](#)

The insanity of our modern culture, including crime fast food and the internet, are the focus of tonight’s episode. Catch five films on [@Film School Shorts](#) at [LOCAL AIRTIME]

<http://www.kqed.org/fss>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>



## Program Guide Article for Film School Shorts

### Disrupting Hollywood: The Next Generation of Indie Filmmakers

*From compelling dramas to feel-good rom-coms, Season 4 of Film School Shorts returns on [DATE TIME]*

*Film School Shorts* is KQED's national half-hour weekly series that showcases the best student-made short films from across the country. Season 4 returns stronger than ever with a lineup of rock star talent including local Bay Area filmmakers and incredible performances by Hollywood actors like [Patrick Fugit](#) (*Gone Girl*), [Kaori Momoi](#) (*Memoirs of a Geisha*), and [Anna Camp](#) (*Mad Men*).

**"I've watched them all! First on PBS on television, then here [online] for more. Each and every one was beautifully crafted. Well done." — viewer Stephanie Nichole**

Watch *Sequin Raze*, the AFI short film that evolved into *Lifetime's* award-winning television series *UnREAL*, or witness as racial tensions erupt between sneakerheads in *Hypebeasts*, and see a love story unfold during a dinosaur invasion on Earth in *The Life and Death of Tommy Chaos and Stacey Danger*. Our eclectic shorts selection have screened at national and international film festivals like Sundance, Cannes, Cinequest, Slamdance, and SXSW, and have even received recognition at the Student Academy Awards.

An alternative to Hollywood, **45% of our films** this season have been directed by women. The 10-episode season features 27 films from directors hailing from some of the nation's most prestigious film programs including **Brown, Columbia, NYU, USC**, the **American Film Institute, California Institute of the Arts, UCLA, Rhode Island School of Design**, and **Savannah College of Art and Design**.

Beyond broadcasts in top markets like New York City, Los Angeles and Chicago, viewership (consisting mostly of iGen and Millennials between the ages of **18 – 34**) extends to an ever-increasing and active online community on [Facebook](#), [Twitter](#), [Vimeo](#) and [YouTube](#). Viewers are able to watch the program on various platforms through [PBS Video](#) available via Roku, Apple TV, and Xbox as well as through their web browsers (Chromecast). The current online catalogue boasts 45 films with over 20 new films set to premiere over the next two years.

Visit [kqed.org/fss](http://kqed.org/fss) to find more information about the filmmakers, local broadcast, and upcoming online releases.

[fb.com/FilmSchoolShorts](https://fb.com/FilmSchoolShorts)  
[twitter.com/FilmSchoolShort](https://twitter.com/FilmSchoolShort)  
[yt.com/FilmSchoolShorts](https://yt.com/FilmSchoolShorts)  
[vimeo.com/filmschoolshorts](https://vimeo.com/filmschoolshorts)

## Contacts

*Please send all social media requests and questions to Julia Shackelford.*

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## Fact Sheet

- Series title:** Film School Shorts
- Series Length:** Ten 30-minute episodes
- Series Description:** Film School Shorts is a national weekly public television series that showcases the best short student films from across the country. The third season will feature award–winning films from schools across the country, including CalArts, Columbia University, NYU and UCLA.
- Production:** Film School Shorts is a national production of KQED. The series producer is Lisa Landi and the associate producer is Vincent Cortez. KQED’s Senior Vice President & Chief Content Officer is Michael Isip. Film School Shorts is made possible by a grant from Maurice Kanbar and by the members of KQED.
- KQED Public TV:** KQED Public Television, the PBS affiliate that serves Northern California, is one of the country’s most popular public television stations. It brings the values of public media to homes around the Bay Area with Emmy Award–winning programming that inspires, informs and entertains, including Masterpiece Classic: Downton Abbey, Masterpiece Classic: Sherlock Holmes, American Masters, Great Performances, NOVA and Nature. KQED provides the best in independent film, including POV, Independent Lens, Film School Shorts, Truly CA: Our State, Our Stories, and ImageMakers. KQED Public Television produces local series like Check, Please! Bay Area, KQED NEWSROOM, San Francisco Opera and ImageMakers, as well as popular programs for national broadcast such as Essential Pépin, and QUEST. KQED Public Television also distributes programming to public media stations across the country including The Cat in the Hat Knows a Lot About That!, Roadtrip Nation and Joanne Weir’s Cooking School. For more information, please visit <http://www.kqed.org/tv>