



USING SOCIAL MEDIA TO FIND YOUR VOICE

1. Finding your voice

- Think about your favorite filmmaker – what is their voice?
- What makes you laugh?
- What makes you cry?
- Who do you like?
- Who makes you cringe?
- Journal answers and think about these people and scenarios. This will help you narrow down your comfort zone.

2. Your zone of genius

- What do you know?
- What unique experiences have you had?
- What stories do you tell when you're with your friends?
- How do people react to your stories?
- Combine these answers with the answers from #1

3. Using social media as a testing ground

- Facebook Groups
- Instagram stories disappear, providing a lot of opportunity
- Try lines of dialogue
- Share interesting articles, you'll learn from those. Include your opinion of them
- Keep track of what people respond to
- Tell a story through consecutive posts
- Share random loglines
- Gain a following before you're written anything
- Test your ideas and see how they resonate
- Try a different character's voice. "My buddy Bill says...."

4. Apply it to the page

- Keep track of how people are reacting
- Create all of your characters
- Start writing
- When you get stuck, return to posting
- Keep on keeping on

"And suddenly you know: It's time to start something new and trust beginnings."

— Meister Eckhart