

4.2 Using your anti- sectarianism Film



Introduction

Once you have completed your film, it is important that you maximise the time and effort spent creating it. You will find it hard to justify producing your film, if once it is completed no one sees it, or benefits from it.

In maximising the use of your film, there are a variety of things you can do to ensure it is put to good use.

Making maximum use of your film

1. Deliver specific sessions exploring material covered in your film

Delivering specific sessions with participants you would like to target, is one of the first things you can do to ensure your film is put to good use. This may take the shape of a one off session, or could form part of a longer programme of activity.

The important thing to remember is to get your film shown and have some activities that explore the material you have covered.

This may be as simple as a question and answer session at the end of the film, with space for participants to offer their views and feedback on what they have seen.

2. Using your Film as a Promotional Tool

The film you produce can also be used as a great way of promoting the anti-sectarian work you have delivered. In addition to this by sharing your film as widely as possible you can also promote your project overall.

In order to promote your film as widely as possible, it is vital that you make it available online. Upload your film to www.youtube.com and www.vimeo.com, which are both fantastic and free ways of sharing your film.

Once you have uploaded your film online, it is important to share a link to the film. Consider the different social media platforms and contacts that would benefit from receiving a link to your film. Please ensure your project website is also updated with a link.

You can also make use of www.actiononsectarianism.info - as a main hub for educational resources and anti-sectarian projects from across Scotland; this could potentially be a great starting point for people to see your film.

Another good tip to keep in mind once your film is uploaded is to include a link in your email signature. This way any standard email you send will contain a link to your film and provide the opportunity to further enhance the number of people who will see your film.

3. Staging an event to showcase your Film

A third way, in which you can maximise the work of your anti-sectarianism film, is to arrange an event to showcase your work.

There are many ways in which you can plan and deliver a showcase event. Before agreeing any plans however you should firstly ask your participants what they would like to do. As previously mentioned some of the best ideas often come directly from the people you are working with.

Depending on the subject matter of your film, you may also want to include particular activities at your event. For example if your film touches on sectarianism in football, you may want to target local football supporters. You could also provide cups of Bovril and pies, alongside a football themed quiz, to further create a football themed atmosphere.

If you are looking for some inspiration however, the Leith anti-sectarianism Project opted to stage a film premiere in order to showcase their film. Please see section 5.2) Film Premiere for a detailed description of how this activity was delivered. Section 4.4) also provides an article of how successful this event was.