



FRAMEWORK FOR MONIKA

@cinemonika

Micro-Influencer: 67k Followers

Niche: Reviews a variety of films and creates list of recommendations for audience to watch, her favorites and themes for films.

Timeline: February 9 to March 29 2024

Goal: Increase engagement to Catapult Film Fund website and social sites by attracting wider audiences who understand Catapult's identity and purpose.

- **Highlight:** Catapult Film Fund's 15th year anniversary with "Celebrating 15 Years of Identity" and lead up posts to feature event to bring exposure and support.

Create Short-Length Reel About	<ul style="list-style-type: none">• Highlight one of Catapult's film documentary and a quick description of what it's about• Mention Catapult Film Fund's mission to help in early-stages of filmmaking and how they will continue to honor that in their anniversary• Include logo into post and links to their website in the bio
Top Five Favorite Catapult Film Documentaries	<ul style="list-style-type: none">• Create an Instagram reel with your favorite Catapult films released• Give stills of films with names and must be at least 10 seconds long• Iterate:• Celebrating Catapult's "15 Years of Identity" with My Top Five Catapult's Films
Story Post: Pre and Post Film Review	<ul style="list-style-type: none">• Film yourself about to watch a Catapult Film Fund film. Display the name, what it's about and initial thoughts based on description of it• Film yourself after and give a quick review on a scale from 1 to 10. See if you were able to predict the plot and highlight the storyline
Story Post: Filmmaker	<ul style="list-style-type: none">• Feature a filmmaker grant recipient and the film made by the recipient• Showcase how cool the documentary is and what aspects you liked most about the film.• Post can include film cover with Instagram text and tag Catapult Film Fund
Attend and create Instagram post about feature event	<ul style="list-style-type: none">• Attend Catapult's 15th year anniversary and view a couple films• Take pictures and videos during your visit and with at least one promotional visuals at event• Must create post with four to five slides of you and content gathered• Tag Catapult Film fund and use the hashtag #SceneXV• Elaborate how excited you are to be here and joining Catapult to celebrate their anniversary and identity