FREE FROM SECRET ACTOR SOCIETY

# 8 things to fix on your Instagram so casting can find you

From my class Social Media, Branding, Press & Publicity.

Hi, Kym here.

Casting doesn't care about your follower count. During COVID we interviewed over 25 casting directors on big projects. Not one of them cared.

What does happen: once they want to cast you, someone checks your socials for red flags. It's a process of elimination, not a popularity contest. When I was up for a Disney show, the first thing I did was go back through my old posts and delete anything heavy-handed.

And then there's the simple stuff. Someone meets you at a party, thinks you're perfect for a role, writes your name down… and can't find you.

**Kym**

01 **Your handle includes your performer name.**
The name your credits go under. Not a nickname.

02 **The same handle on every platform.**
One day you'll have to say it out loud in an interview.

03 **Your name field is your performer name too.**
Don't use one name here and another on your credits.

04 **A profile photo that's clearly you.**
A headshot or a nice photo of you. Your face should fill about 40% of it. No group shots.

05 **On a business profile, set your category to Actor.**

06 **A one-sentence bio built from your branding points.**
Mine are entertainment, adventure and inspiration.

07 **Mention what's coming up.**
"See me in..." shows you're booking now, with more on the way.

08 **Buy your name as a web address and redirect it to your IMDb.**
There's nothing at mine. It's just a redirect.

> Now when someone types your name, they land on your credits in one step. Post casually, keep your feed clean, and put the real hours into your craft.

# Get press without a publicist

You don't need a publicist for your first article. You need a list and one good email. **1.** Do something of interest to a particular group of people. **2.** Find the media outlets that cater to those people. **3.** Let them know what you're doing.

| ANGLE | MINE | OUTLETS THAT COVER IT |
|---|---|---|
| My hometown | | |
| Where it was shot | | |
| Where it's set | | |
| A cause | | |
| My hobbies | | |
| My community or background | | |

> **THE PITCH**
> "Hi [name], I'm [performer name], an actor from [hometown]. I've worked on [1-2 credits]. My new project deals with [topic], and I love that you cover [topic]. It's out [date] on [platform]. I'd love to chat with you about it. [trailer link] [IMDb link]"

Pitch 3 to 4 months before release. No reply? Forward your original email 1 to 2 weeks later. Start with your hometown paper, and the blogs and podcasts that cover up-and-coming actors.

This guide comes from **Social Media, Branding, Press & Publicity**, one of the 18 masterclasses in The Journey at **secretactor.com**.