

Social Media Misuse

Decisions from the
Corporate Boardroom

Thesis Abstract
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Introduction



- **Concentration major** — digital video
- **Favorite areas** — video editing, screenwriting
- **Preferred genres** — documentaries, fictional storytelling
- **Intended career/goal** — producer of content that educates, entertains audiences

The Issue & Areas of Focus

- **Thesis Statement:**

- Social media isn't properly utilized by businesses for legitimate statistical purposes.

- **Side Questions**

- What barriers prevents its use as a sought-after tool?
- What stigma that makes it targeted for “superficial, tokenistic use”?
- What specific information is being kept away from public?

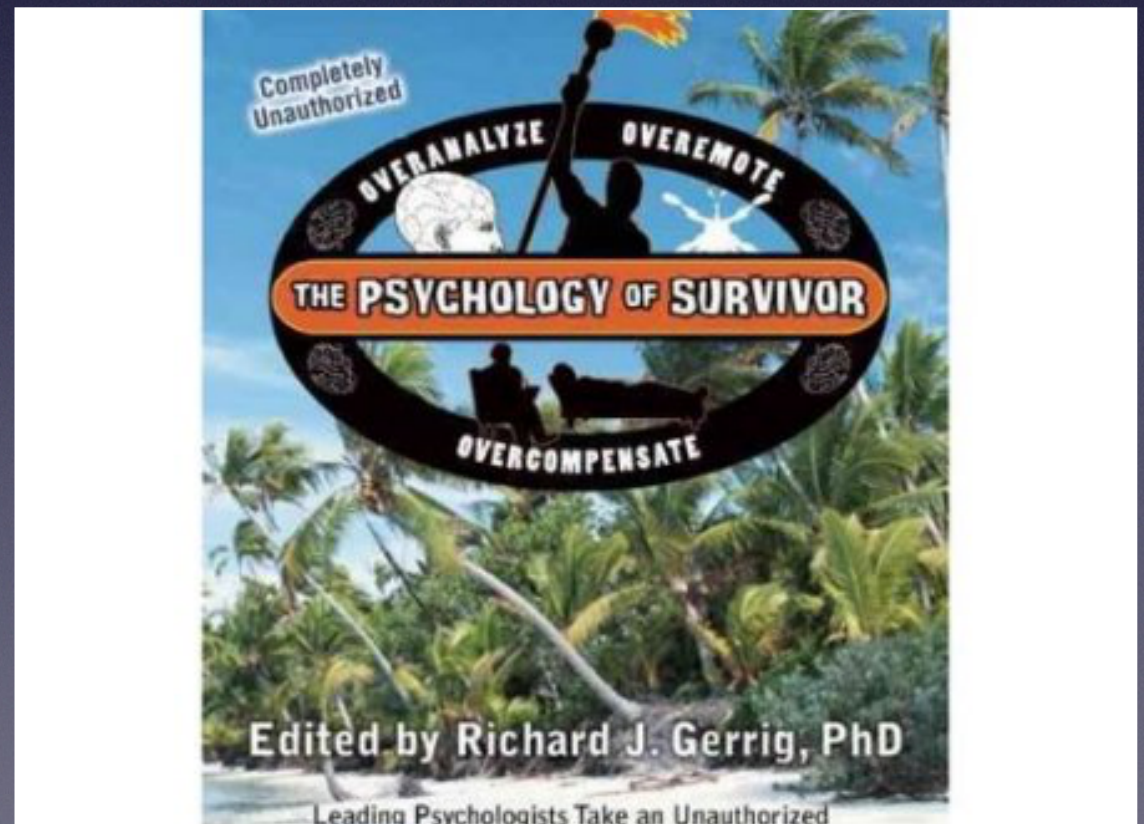
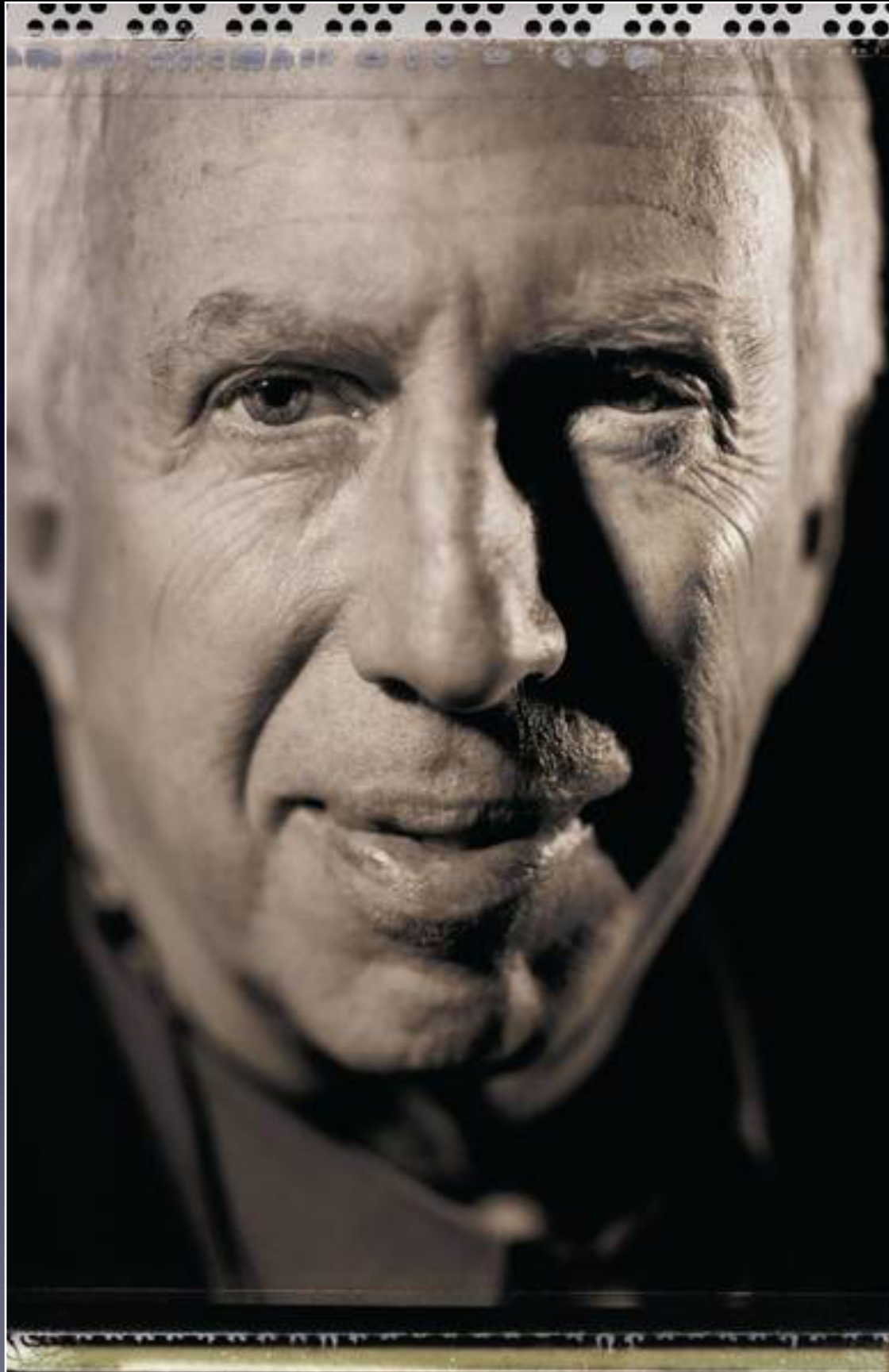
Addressing the Issue



- **Production proposal:**
 - Film company boardrooms that discuss approaches, decisions using social media.
- **Goals** (Persuade! Persuade! Persuade!):
 - Examine, educate on behaviors that lead to a decision.
 - Answer questions raised by abstract from those involved.
 - Elicit reaction from other businesses, change attitudes of social media.

Why this approach?

- Documentaries are rarely filmed in an intimate manner.
 - Allows film to stand out, be remembered.
 - Allows for realism:
 - Re-enactments are sometimes not effective.
 - Psychology and behaviors are observed.
- Next slide: similar work, analysis & comparisons.



Format & Technologies

- Fly-on-the-wall footage of boardroom meetings.
- Interspersed “confessionals” featuring businessperson, social media strategist.
- Factoids, on-screen graphics.
- Multi-camera angled-shots (perspective-based), lighting gels.
- Wearable microphones or soundproof material.
- Programs: Adobe Premiere, After-Effects, Audition, Illustrator.

Challenges

- Getting permission from companies to film.
- Getting good responses from interviewees.
- Finding businesses whose internal politics don't interfere with producing project.



Timeline of Production

Contact businesses & social strategists willing to participate in filming.

Film each boardroom & confessional shoots as scheduled (separate).

Get sign-off permission with edits made upon request from each business after review of boardroom & confessional footage.

Pre-Production

Production

Post-Production

Plan schedule for travel & shooting; Prepare equipment.

Review raw footage for mistakes & obtain questions to ask for confessionals.

Sequence together all edited footage with music, visuals and pre/post-credits.

Sources

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