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# FILMMAKER MEDIA KIT

The Home of Short Films

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Everything you need to promote your film and share The Short Film Show with your audience.

[theshortfilmshow.com](https://theshortfilmshow.com) · [help.theshortfilmshow.com](https://help.theshortfilmshow.com) · [support@theshortfilmshow.com](mailto:support@theshortfilmshow.com)

01	About The Short Film Show
02	Boilerplate Copy (Short / Medium / Extended)
03	Ready-Made Social Captions
04	Hashtags & Suggested Tags
05	Promotion Tips
06	Brand Assets & Logo Guidelines
07	Brand Colours & Typography



## 01 ABOUT THE SHORT FILM SHOW

### The home of short films.

The Short Film Show is a curated streaming platform dedicated to showcasing outstanding short-form storytelling from independent filmmakers around the world. Built to make short films easier to discover and share, the platform brings together bold new voices, festival-tested favourites, and emerging talent across every genre.

Unlike open video platforms, The Short Film Show focuses on curation, presentation, and audience discovery. Each film lives on a dedicated page with artwork, synopsis, credits, and shareable links — making it simple for filmmakers to promote their work and for viewers to explore great cinema in minutes, not hours.

CURATED	FILMMAKER FIRST	BUILT TO TRAVEL
Not everything makes the cut. We focus on films that are bold, well-crafted, and worth your time.	Each film gets a dedicated page with artwork, credits, and shareable links — a proper home, not a feed.	Community, promotion, and partnerships help great work reach further than it could on its own.

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Website

[www.theshortfilmshow.com](http://www.theshortfilmshow.com)

Help Centre

[help.theshortfilmshow.com](http://help.theshortfilmshow.com)

Email

[support@theshortfilmshow.com](mailto:support@theshortfilmshow.com)

## 02 BOILERPLATE COPY

Use these descriptions when mentioning The Short Film Show in press releases, programme notes, social bios, or any other promotional material.

### SHORT (1–2 sentences)

The Short Film Show is the home of short films — a curated streaming platform dedicated to outstanding short-form storytelling from independent filmmakers around the world.

### MEDIUM (1 paragraph)

The Short Film Show is the home of short films — a curated streaming platform dedicated to showcasing outstanding short-form storytelling from independent filmmakers around the world. Each film has a dedicated page with artwork, synopsis, credits, and shareable links, making it simple for filmmakers to promote their work and for viewers to discover great cinema in minutes, not hours. The platform is filmmaker-first by design: giving short films a professional home, connecting creators with engaged audiences, and helping great work travel further.

### EXTENDED (full)

The Short Film Show is the home of short films — a curated streaming platform dedicated to showcasing outstanding short-form storytelling from independent filmmakers around the world. Built to make short films easier to discover and share, the platform brings together bold new voices, festival-tested favourites, and emerging talent across every genre.

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The platform is filmmaker-first by design: it exists to give short films a professional home, connect creators with engaged audiences, and help great work travel further through community, promotion, and partnerships. The Short Film Show also supports a growing ecosystem of behind-the-scenes content, filmmaker features, and curated collections that highlight standout themes, creators, and storytelling styles.

Whether you're a filmmaker releasing new work or a film fan looking for your next favourite, The Short Film Show is built around one simple idea: short films deserve a proper stage.

## 03 READY-MADE SOCIAL CAPTIONS

Copy, personalise the [bracketed placeholders], and post. Tag us and we'll do our best to reshare your content.

### INSTAGRAM

My short film [FILM TITLE] is now streaming on The Short Film Show ■  
Incredibly proud to be featured on the platform dedicated to celebrating short filmmaking at its best. Head to the link in my bio to watch — or go to [FILM URL]  
#shortfilm #indiefilm #filmmaking #theshortfilmshow #shortfilmshow #cinema

### X / TWITTER

Big news — my short film [FILM TITLE] is now live on @theshortfilmshow ■ Watch it here: [FILM URL]  
#shortfilm #filmmaking #indiefilm

### LINKEDIN

Excited to share that my short film [FILM TITLE] is now featured on The Short Film Show — a curated global platform dedicated to the best in short filmmaking.  
It's been quite the journey bringing this project to life, and having it selected is a genuine honour. You can watch it here: [FILM URL]  
#filmmaking #shortfilm #creativeindustries #indiefilm #cinematography

### FACEBOOK

My short film [FILM TITLE] is now streaming on The Short Film Show! ■  
The Short Film Show is a platform dedicated to celebrating short films from around the world — and I'm so proud to be part of it. Watch here: [FILM URL]

### TIKTOK / REELS

POV: your short film just dropped on a global streaming platform ■■  
[FILM TITLE] is now on The Short Film Show. Link in bio ■  
#shortfilm #filmmaker #filmtok #indiefilm #theshortfilmshow #newfilm

#### IMDB / FILM COMMUNITIES

[FILM TITLE] is now streaming on The Short Film Show — a curated global platform for short films. Watch:  
[FILM URL]

## 04 HASHTAGS & SUGGESTED TAGS

Use these across all platforms. The primary tags (#TheShortFilmShow and #ShortFilmShow) help us find and reshare your posts.

### PRIMARY (always use these)

#TheShortFilmShow #ShortFilmShow #TheHomeOfShortFilms

### GENERAL FILM

#ShortFilm #ShortFilms #IndieFilm #Filmmaking #FilmCommunity #Cinematography #FilmFestival  
#NewFilm #WatchNow #FilmLovers #Streaming #IndieFilmmaking

### AUDIENCE & PLATFORM

#StudentFilm #EmergingFilmmaker #ScreenwritingLife #ShortFilmFestival #FilmSchool  
#ShortFilmDirectory #FilmTok #FilmmakersOfInstagram

### OUR SOCIAL HANDLES — TAG THE RIGHT ACCOUNT

Instagram	@theshortfilmshow
X / Twitter	@shortfilmshow
Facebook	The Short Film Show
LinkedIn	The Short Film Show
YouTube	@theshortfilmshow
TikTok	@theshortfilmshow

Please verify handles at theshortfilmshow.com before posting as they may be updated.

## 05 PROMOTION TIPS

A few things we've seen work really well for filmmakers promoting their work on the platform.

01	<b>Post on Launch Day</b>	The first 24–48 hours after your film goes live is when momentum is highest. Share across all your platforms as close to your go-live notification as possible.
02	<b>Tell the Story Behind the Film</b>	What inspired it? What was the hardest scene to shoot? Behind-the-scenes content consistently outperforms simple "my film is out" posts. Give people a reason to care before they click.
03	<b>Update Your IMDb &amp; Bio Links</b>	Add your The Short Film Show film URL to your IMDb page, website, and social bios. Permanent links keep driving views long after the launch noise fades.
04	<b>Tag Your Cast &amp; Crew</b>	Multiply your reach by making sure everyone involved posts on the same day. A coordinated crew launch is far more powerful than a single post.
05	<b>Share in Film Communities</b>	Post in relevant Facebook groups, Reddit communities ( <a href="#">r/shortfilm</a> , <a href="#">r/filmmaking</a> ), Discord servers, and film school alumni networks. These audiences actually watch short films.
06	<b>Use a Clip or Still</b>	A 15–30 second clip or a strong production still will always outperform text-only posts. Video content gets dramatically more reach on every platform.
07	<b>Submit to Film Databases</b>	Add your The Short Film Show screening credit to FilmFreeway, IMDb, and any festival profiles. Visibility compounds over time.



## 06 BRAND ASSETS & LOGO GUIDELINES

The following assets are available to download from our S3 media pack. Please use them in your promotional materials to show your film is featured on The Short Film Show.

ASSET	FORMATS	USE FOR
Full Logo — Colour (on dark)	PNG	Dark backgrounds, social posts, video
Full Logo — White	PNG	Dark overlays, video end cards
Full Logo — Plain / Flat	PNG	Light backgrounds, print, press
Icon / Mark only	PNG	Profile icons, watermarks, favicons
Badge: As Seen On (dark)	PNG	Film websites, press kits, posters
Badge: As Seen On (white bg)	PNG	Light press materials, print
Badge: As Seen On (transparent)	PNG	Overlay directly onto any poster
Badge: As Seen On (compact circle)	PNG	Social profile, small embeds
Badge: Now Streaming (dark)	PNG	Film websites, social posts
Badge: Now Streaming (gold accent)	PNG	Social posts, email headers
Badge: Now Streaming (minimal)	PNG	Clean / modern film sites
Badge: Now Streaming (poster strip)	PNG	Film poster bottom strip
Badge: Official Selection (dark)	PNG	Festival-style, posters, press
Badge: Official Selection (transparent)	PNG	Overlay on dark posters
Badge: Official Selection (white)	PNG	Light background posters, print
Badge: Streaming On (bar)	PNG	Website footer, email signature
Badge: Watch Now On	PNG	Website hero, social banners
Badge: Curated & Streaming	PNG	Press kits, editorial use

### ✓ DO

- Use only official logo files from The Short Film Show
- Maintain clear space around the logo
- Use full-colour version on light backgrounds
- Scale proportionally — never distort or stretch
- Place in uncluttered, prominent areas










### ✗ DON'T

- Alter the logo's colours, typeface, or proportions
- Place on busy or clashing backgrounds
- Add shadows, gradients, or outlines
- Rotate, skew, or animate without approval
- Use old or outdated logo versions

For asset requests or brand queries: [support@theshortfilmshow.com](mailto:support@theshortfilmshow.com)

## 07 BRAND COLOURS & TYPOGRAPHY

### COLOUR PALETTE

SWATCH	NAME	HEX
	Primary Yellow	#F7AE12
	Secondary Yellow	#E69310
	Accent Red	#E50914
	Accent Blue	#2196F3
	Pure Black	#000000
	Dark Grey	#444445
	Mid Grey	#808285
	Light Grey	#B3B3B3
	Warm White	#FAFAFA

### TYPOGRAPHY

USE	FONT	NOTES
Headlines / Display	Bebas Neue / League Spartan	Bold, tall sans-serif
Body Text	Open Sans / Roboto / Montserrat Regular	Clean and legible
UI Labels	Montserrat SemiBold	Letter-spaced, uppercase

## 08 CONTACT & SUPPORT

Whether it's a question about your film, a brand asset request, press enquiry, or feedback—we're here.

GENERAL ENQUIRIES	<a href="mailto:support@theshortfilmshow.com">support@theshortfilmshow.com</a>
HELP CENTRE	<a href="http://help.theshortfilmshow.com">help.theshortfilmshow.com</a>
WEBSITE	<a href="http://www.theshortfilmshow.com">www.theshortfilmshow.com</a>
FILM SUBMISSIONS	<a href="http://www.theshortfilmshow.com/shortfilm">www.theshortfilmshow.com/shortfilm</a>
BRAND ASSETS	<a href="mailto:support@theshortfilmshow.com">support@theshortfilmshow.com</a>
PRESS & PARTNERSHIPS	<a href="mailto:support@theshortfilmshow.com">support@theshortfilmshow.com</a>



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