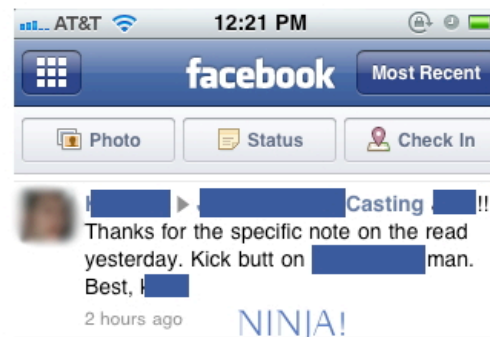


SMFA Social Networking: The Good, The Bad, and The Ninja

Please see page 161 (the chapter on **Your Online Presence**) of the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for context on this awesome series of screen shares.

These were snapped from within my iPhone, all posted on the first day a certain casting director had launched a fan page at Facebook. All three of these folks are actors I've worked with, either in *SMFA* classes or the Cricket Feet Showcase. They've all *bad* ninja training. Whether that sticks or not? Well... that's not really up to me.



The good: Innocuous. Simple. Generic, but not salesy. Use of the IMDb profile link in the otherwise friendly hello reveals the agenda, here, though. It's not awful. It's also not ninja.

The bad: Salesy. Desperate. Not one but **two** links to places where that *possibly-missed* episode can be viewed online. Clear indication that this actor does not keep a detailed show bible, since it's clear there **may** have been a "postcarding" that happened, but who can be sure. Ugh. Just really icky in the "I feel marketed TO" of it all.

The ninja: Specific. Immediate. Clearly, this was a follow-up after a workshop or class. No link to reels or IMDb profiles. Just pro-to-pro gratitude for the feedback and a congrats on the new casting gig.

The punchline: The ninja actor emailed me about two weeks after I took these screengrabs to let me know about having booked a co-star on the new sitcom being cast by (you guessed it) the CD on whose wall all this ninja stuff had happened.

Can we say it's the social networking that caused the booking? Probably not. But can we say it didn't hurt? You betcha!