

Later. "Instagram's Algorithm Explained by the Head of Instagram (What You Need to Know)." YouTube, 25 Apr. 2025.

This source provides an overview of how Instagram's algorithm prioritizes content, explained directly by the Head of Instagram. It focuses on how engagement, watch time, saves, shares, and consistency affect who sees a post and how widely it is distributed. I selected this source because a major part of my capstone is creating bi-weekly reels and posts that successfully reach the SLA community, especially freshmen. Understanding how Instagram decides what content to push is essential to sharing Digital Video student work in an accessible and engaging way. I found this source useful because it gives clear, platform-specific insight rather than speculation from third parties. This information will help me decide what kind of clips to post, how long they should be, and how to structure captions and hashtags to increase reach. One limitation of this source is that it is somewhat broad and does not focus specifically on school- or art-based accounts. However, the credibility of hearing directly from Instagram leadership makes it a strong foundation for my research and strategy.

Berger, Jonah, and Katherine L. Milkman. "What Makes Online Content Viral?" *Journal of Marketing Research*, vol. 49, no. 2, Apr. 2012, pp. 192–205.

This academic article analyzes why certain types of online content are more likely to be shared, focusing on emotional response, usefulness, and social relevance. I selected this source because my capstone aims to highlight student films in a way that encourages engagement and sharing beyond just Digital Video classes. This research helps explain why people interact with content, which is crucial when deciding which moments from a 5–15 minute film to feature in a short reel. I found this source useful because it connects emotional impact to virality, reinforcing the importance of choosing clips that evoke curiosity, pride, or excitement about student work. The data-driven approach strengthens my research component and supports my reflection on which posts perform best. One limitation is that the article predates current social media platforms like Instagram Reels, meaning it does not address short-form video directly. However, the underlying psychological principles still apply and can be adapted to modern platforms.

Zarfati, Alex. "How to Make a Film Trailer: Concept, Editing & Sound Design." YouTube, 30 June 2023.

This video explains how to create effective film trailers by focusing on pacing, emotional arcs, editing choices, and sound design. I chose this source because my project requires condensing longer Digital Video student films into short, engaging Instagram content. This resource helps bridge the gap between traditional film editing and short-form promotional media. I found this source useful because it emphasizes selecting moments that

represent the tone and story of a project without revealing everything. This directly supports my goal of highlighting student work respectfully while still attracting viewers. The discussion of sound design is especially helpful for reels, where audio often determines whether a user keeps watching. One limitation of this source is that it focuses on professional trailers rather than social media clips. However, many of the same storytelling principles apply and can be adapted to Instagram posts and reels.

Philm Factory. Philm Factory, 2023, philmfactory.org.

This website outlines Philm Factory's mission to support young filmmakers through education, mentorship, and community-based storytelling. I selected this source because part of my research involves identifying opportunities for young filmmakers in Philadelphia that Digital Video students may not be aware of. This source is useful because it demonstrates how youth media programs successfully uplift student voices and share their work with wider audiences. It provides context for how my Instagram platform could eventually connect SLA students to external organizations and opportunities. One strength of this source is its focus on accessibility and community engagement, which aligns with my goal of making DV projects visible and approachable. A limitation is that it does not offer technical guidance on social media or content creation. Still, it is valuable for understanding the broader ecosystem of youth media in Philadelphia and how my project fits into that landscape.

"The Documentary History Project for Youth." Scribe Video Center, 15 June 2015, scribe.org/dhpy.

This source describes a program that teaches young people to create documentaries centered on personal and community history. I selected this source because it highlights the importance of youth storytelling, which is central to the Digital Video program at SLA. It reinforces the value of sharing student work beyond the classroom. I found this source useful because it shows how documentary projects can serve both educational and community purposes, supporting my rationale for creating a public-facing platform for DV projects. It also provides inspiration for how student films can be framed and introduced to new audiences. One limitation of this source is that it focuses more on program structure than media distribution. However, it strengthens the conceptual foundation of my project by emphasizing why student documentaries deserve visibility and recognition.

Sotomayor, Kristal. "Philadelphia Youth Media Arts Programs: Empowering the Next Generation of Filmmakers." *cinéSPEAK*, 13 June 2024.

This article compiles and describes youth media arts programs across Philadelphia. I selected this source because my capstone includes researching opportunities for young filmmakers that could be shared through the Digital Video Instagram account. This source is useful because it provides concrete examples of programs that SLA students may want to explore, making my content more informative and valuable. It also supports my goal of inspiring students by showing real pathways for creative growth outside of school. One limitation is that the article is descriptive rather than analytical. However, its strength lies in its relevance and local focus, making it an excellent resource for connecting student work to the broader Philadelphia media community.

Adobe Photoshop. "Create Social Media Graphics for Your Brand | Photoshop Icebreakers." YouTube, 2 Mar. 2023.

This tutorial demonstrates how to create visually engaging social media graphics using Adobe Photoshop. I selected this source because visual consistency and quality are essential for maintaining a professional and engaging Instagram account. This source is useful because it provides practical design techniques that can be applied to carousel posts, announcements, and branding for the Digital Video page. I found it especially helpful for learning how to balance text and imagery without overwhelming viewers. One limitation is that it assumes some prior familiarity with Photoshop. However, as someone with media and design experience, I can easily apply and adapt these techniques to fit my project.

Augenstein, Kerri, and Ishita Shah. "5 Steps for Designing Modern Website Navigation." University IT, Stanford University, 30 Mar. 2021.

This article explains best practices for clear, intuitive navigation in digital spaces. I selected this source because accessibility and ease of use are core goals of my capstone. While my project centers on Instagram, the principles of clear navigation still apply to organizing highlights, links, and content categories. I found this source useful because it emphasizes user-centered design, which aligns with my goal of making Digital Video work approachable for non-DV students. One limitation is that it focuses on websites rather than social media platforms. However, the concepts can be translated to Instagram features such as highlights, pinned posts, and link organization.

Romano, Jenna. "10 Website Navigation Tips for a Smooth User Experience." Wix Blog, 26 Dec. 2023.

This article provides practical tips for improving user experience through clear navigation and layout choices. I selected this source to supplement more academic or institutional

perspectives with a practical, design-focused approach. It is useful because it reinforces the importance of simplicity and clarity, which are essential when introducing freshmen to unfamiliar content. One limitation is that it is written for a general audience and is less research-based. However, it complements my other sources by offering actionable design advice that can inform how I structure content and guide viewers through the Digital Video Instagram page.