

Alex Furlin Funny Or Die Social Creative Producer Packet September 2017

1) Five things you've posted on social media that you're proud of: Links to five or more pieces of content you've created on posted (on either personal or professional accounts) that you're proud of. Please explain why you picked these posts (engagement, timing, quality, etc.) and what you learned from posting them.

1. <https://twitter.com/thefurlinator/status/641403715077865472>



This is one of my favorite personal tweets because the tune is so familiar and upbeat and lighthearted, and yet the lyrics are pretty depressing when you sit down and think about it. It got a pretty good response on Twitter I assume because anyone who is on Twitter can immediately identify with it. I learned from this tweet that familiarity is king - and this tweet offered a double serving: it's a parody of a children's song that everyone already knows, and the parody revolves around a modern-day behavior that anyone reading the Tweet can relate to. So while someone may have never read this tweet before, they immediately understand it. No wasted space.

2. <https://twitter.com/thefurlinator/status/875469254463676416>



This tweet worked for a lot of the same reasons as the scroll scroll your phone tweet, though with a more political bent (as everything on Twitter seems to trend towards now). Besides the fact that it still makes me laugh, I chose this tweet because of the response:



It's so funny to me that the band Nine Days would even see this, let alone reply to it. The lesson I learned is to basically "Yes And" in the digital sphere as well, because a joke can develop into something so much more so quickly if it comes at the right time and the right place. Maura Quint actually ended up DMing with Nine Days and told me that they agreed to record a parody if we wrote all of the lyrics and sent it to them. We took an afternoon and pitched verses at each other back and forth until we had a pretty decent Pro-Bernie parody of "Story of a Girl," but they never recorded the parody. Lame.

3. <https://twitter.com/thefurlinator/status/815704677312401408>



Welp, my political affiliations on are full display here. I chose this tweet because it really encapsulates a lot of what I do best: timely parodies and Photoshopped images. This was back when the "Hollyweed" sign took over the internet for like three days. A ton of people made their own parody Hollywood sign changes on Twitter, though a lot were extremely shitty or sloppily put together. What was cool about this one was that it got enough traction to be featured in the [Buzzfeed breakdown](#) of the Hollywood sign twitter meme in early 2017. The lesson here? Quality and timing are everything.

4. <https://twitter.com/thefurlinator/status/815704677312401408>



alex does photoshop 🔥
@thefurlinator

bae: come over
me: im too busy photoshopping jonah hill's
face on a sphinx
bae: my parents arent home
me:



4:48 PM - 21 Jul 2014

2,038 Retweets 4,048 Likes



This is probably the single dumbest thing I've ever posted, or done, in my entire life. The only joke here is that I was super bored one afternoon and literally had nothing better to do than mess around in Photoshop until this beautiful, disgusting creature was born. I did learn something important from this tweet though, and it's that captions and text framing are often more important for a good image post than the image itself. I could have just tweeted that picture alone as a weird surreal image and it would have probably picked up maybe 10 likes, because there would be no context anchoring it to anything comprehensible. Frame it with a well known text structure or lead-in, and the image becomes 10,000 times funnier.

(Continued below because image tweets really mess up my formatting)

5. <https://twitter.com/thefurlinator/status/815704677312401408>



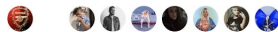
alex does photoshop 🍷
@thefurlinator

merry christmas I got the literal same shirt I was already wearing



10:47 AM - 25 Dec 2013

48,841 Retweets 91,979 Likes



This tweet, which is a real picture of something that really happened to me, is by far my most successful tweet from an engagement standpoint. Every Christmas, this thing blows up again and gets shared on those shitty Instagram meme accounts that steal tweets and remove the author credit. People from highschool I haven't spoken to in over half a decade have messaged me because this picture found its way to their phone screen one way or another. The lesson here is that examples of real-world phenomena are almost always funnier and more successful than any written joke you could come up with -- especially on social media, where perceived authenticity is often king.

2) *Four evergreen tweets for the Funny Or Die Twitter account: These can be about anything from food, popular culture, relationships, or personal experiences. They should be fully formed tweets that can be saved and tweeted from Funny Or Die any time.*

1. Facts: the PokeRap did more to advance hip-hop to white suburban kids than Eminem could ever dream of
2. Does Squidward live in the world's smallest Easter Island head, or is Spongebob's pineapple just fucking gigantic?
3. Time flies when you're in a coma :)
4. Breaking Bad taught us that all professionally evil men are bald [pic series of Walter White, Gus Fring, Mike Ehrmantraut, Jeff Bezos]

3) Four evergreen social image ideas for Funny Or Die's social accounts: Explain in detail, as if you were talking to a graphic designer, what you would like these four images to be. Attach any visual references/assets that might be necessary for an artist to bring your ideas to life. Follow the same content guidelines as above, up to two of these images can be adaptations of your tweets.

1.



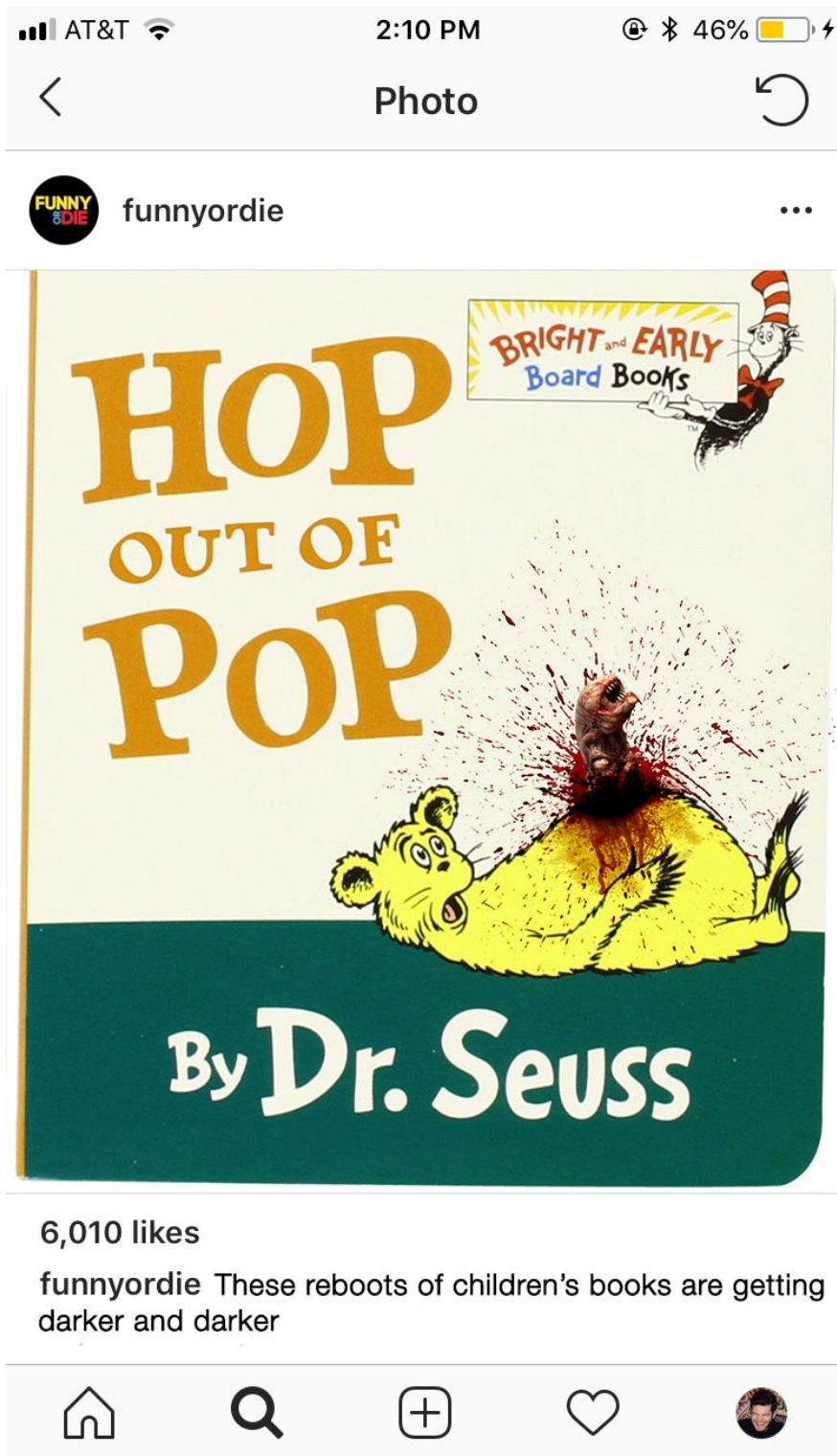
2.



3.



4.



4) Four content ideas from today's headlines for Funny Or Die's social accounts: Include links to four news stories that are from the same 36 hour period and detail how you would turn those stories into pieces of content. This includes, but is not limited to, tweets, social images, articles, videos, animations, and vertical Stories.

1. [Machine Gun Kelly responds to Eminem's diss track 'Killshot' and announces EP release date](#)

Content idea: Discovery of a fake Machine Gun Kelly response to "Killshot" from his upcoming EP with lyrics that are about realizing how futile beefing is and how he's embraced transcendental meditation to arrive at a far more satisfying inner peace. The track could be paired with some fake RapGenius screenshots and feature lyrics like "Fighting ain't the answer, these conflicts are a cancer, eternal life is beautiful, the world's a stage and you're the dancer // ooh oohh! Sittin' silent and perceiving with my mind's eye, how tranquil this world is, with my legs crossed the time flies by // (hit 'em Kelly!) These material pleasures just ain't the real measure of our universal treasure // ooh yeah! your ego is trap, Em // you can continue rappin' // but when it comes to answers about the nature reality? You'll be scrappin'"

2. [Ted Cruz and Beto O'Rourke will hold three debates before the midterm election](#)

Content idea for Twitter and Instagram: leaked Ted Cruz debate prep notes, which would include notes like "remember: Texas can't do Beto than Cruz [pause for wall of laughter]" or "highlight likeable artistic side by bringing back mime character (with [this photo](#) attached)" or perhaps even some leaked audio of Cruz's debate prep with an impersonator being "caught" saying things like "I'm funny, dammit. I'm a funny guy. I'm funnier than Beto. Why did the chicken cross the road? Because he just lost a debate to Ted Cruz. Hahaha. Still got it, Cruz," or "Beto wants open borders. My plan to curtail illegal immigration? Build a wall along our southern border with giant statues of my face at regular intervals. That'll scare away the illegals."

3. [More and more couples are reportedly divorcing over Fortnite](#)

Based on this headline alleging that Fortnite-based issues are the cause of at least 5% of all divorces in Britain, a fun idea could be a daytime TV commercial for a sleazy couples therapist who specializes in Fortnite-caused tensions. The clips would be the couples explaining that one of them is hopelessly addicted to the game, and the other partner feels left out. The therapist could be like "Hank, it's your wife's turn to talk. She's holding the controller now." It would play out like a serious therapy session, but all the dialogue would be tinted in Fortnite language, like a husband going "Chelsea, whenever I need something, you quickly improvise a structural barrier to keep me out." Or maybe "I think you both need to physically get these emotions out of your body with a little dance," and cut to the couple dawdling in the Fortnite dance. All of his cases still end in divorce.

4. [The First Man controversy is grounded in partisanship, not patriotism](#)

In response to the ongoing "controversy" over the film *First Man* eschewing the iconic image of the American flag planted on the moon, FOD could run a video showing how classic movies can be "improved" with Special Edition American Pride cuts, where iconic

scenes from movies are edited to include American flags, soldiers, the Statue of Liberty, etc. Examples could be American flags in the background of the Braveheart "Freedom!" scene, American flags in Tokyo as Godzilla stomps around, Ben Kingsley wearing an American flag hat during the "I could have done more" scene in Schindler's List, etc.

5) *Two concepts for refillable low budget video series: Write two 3-5 sentence blurbs for a refillable video series you'd like to make that requires little to no physical production and could be done mostly in post-production or shot entirely on a cell phone.*

1. *Finding A Way: The Philosophy of Drake & Josh* -- This would be a retroactive analysis of the Nickelodeon show *Drake & Josh*, similar to *Zack Morris Is Trash*, that would discuss, in an exaggerated form, the philosophical themes and social commentary that inform the best episodes of *Drake & Josh*. *D&J* was one of the first kids shows to depict a family of divorce and the awkwardness inherent with having a "sibling" you aren't related to and didn't necessarily grow up with, and that's a huge part of its success. *Finding A Way* would look at key episodes and discuss how the underlying post-9/11 Americana themes of family isolation, selfishness, hypercompetition, and ego-driven insecurity inform Drake, Josh, and Megan's actions. *Finding A Way* would consist of voice-over driven analysis played on top of relevant clips from the episodes and themes in question.
2. *Dinner Table Arguments* -- This series would take real screenshots of real Facebook comment-thread arguments attached to news articles and then flesh them out in the form of the classic American "dinner table discussion." When I ran *Weird History*, we'd get so many ridiculous, hilarious argument wars that would erupt in the comments, and a lot of the material is just gold. Assign a few actors a person in the argument and bring their comments to life, like an uneducated, angry Boomer version of "[Creepy Text Theater](#)." We could even white-out the real person's name and include screenshots of the comments themselves as the captions for the videos to prove that this isn't written dialogue - it's 100% real. All that would be needed is a small table set, two to four actors, and a juicy comment thread from a Fox News post, CNN post, etc to serve as the script.

7) *Two social accounts you consider to be inspirations: Links to any two social accounts (they do not have to be comedy related) you consider to be an inspiration and what about them inspires you.*

1. @dril (<https://twitter.com/dril>) is definitely my favorite Twitter account of all time, and is probably going to be studied in postmodern literature courses 30 years from now. His bizarre, glitched-out syntax and pacing, coupled with his combativeness, surreal disposition, and perfect tonal control somehow add up to a perfect encapsulation of the absurd existentialism that is being online in the 21st century. Plus he's just fucking hilarious. So many of his tweets have become meme-ified templates on their own and I think he published an actual book of his tweets recently. @dril is the master of absurd, yet somehow profound micro-comedy. What inspires me about dril is that this random

person built this gigantic, surreal empire about of absolutely nothing. As long as you have total command of a specific character and their unique quirks, you're golden. Also, just in looking him up, I discovered he has a [surprisingly fleshed-out Wikipedia page](#). Who knew?

2. While I really wanted to rank Clickhole as my second cherished social account, I've got to go with [Vox's YouTube channel](#). The form factor of the heavy-on-motion-graphics, voiced-over infotainment video has been exploding on YouTube in the past couple years, and Vox is the clear leader in this category - nobody else even comes close, in my opinion. Their graphics are extraordinarily sleek, aesthetically pleasing, and visually engaging, and the topics they choose strike the perfect balance between human interest stories and data-driven deconstructions. Contrary to the tactics of a lot of other YouTube channels, Vox's videos aren't loud, aren't in your face, and aren't dependent on any gimmicks whatsoever. Their recognizable visual cues, like the moving highlighter, hi-res historical photos, and smooth text transitions make watching their videos extremely easy, even when they're shoving a ton of information at you. Vox probably lays claim to the only YouTube channel whose videos would make perfect sense functioning as the video presentation in a museum exhibit of the same topic - an absurdly high standard that I don't think any other YouTube channel even comes close to meeting. Vox's YouTube presence inspires me because they proved that when it comes to motion-graphics driven micro-documentary videos, there's an unbelievable amount of room to explore -- and an unbelievable amount of room to parody as well.

8) One thing we should know about you that's not reflected in your portfolio, resume, or website.

Aside from loving Photoshop and getting pretty decent at it, it literally saved my life on one occasion. When my college roommate and I moved from Chicago to LA upon graduating, we discovered he had a previously unknown collection marked on his credit report that doomed our chance of securing a two-bedroom apartment together. We were forced to sign a lease on a tiny, one bedroom, cockroach-plagued Koreatown apartment where he would sleep on a futon in the living room in exchange for getting the apartment's only parking spot. Needless to say, this living situation was a living hell. Fast-forward a year later and he's still unable to expunge the toxic collection on his record. Since we functionally couldn't apply to any apartment that required a credit check fee, shit seemed seriously hopeless, until a posting surfaced for an apartment directly across the street from where we currently lived. The property manager was an elderly Chinese man who wanted us to print out our applications and deliver it to him by hand, instead of with any electronic form. With this in mind, I Photoshopped my roommate's credit report so it looked perfect, and a week later, our applications were accepted. We finally moved into a two bedroom, two bathroom apartment with two parking spaces, and all it took was some light fraud! Thank you, Photoshop.