BACKSTAGE

**PRO**:

- Easy navigation

- Highly Filtered results

- Descriptive castings

- Platform designated for castings

**CONS:**

- Majority of jobs are frauds

- Advertised as platform for creatives, but majority of listings are for actors.

- Profiles are not verified, easy to get catfished.

- Subscription required.

- Too many self-proclaimed “Artists” AKA creepy men who only photograph naïve models in lingerie.

- No guidelines/ mentorship for new creatives.

Casting Network

**Pros:**

-Model focused casting page.

-Clean and organized site.

-Some paid opportunities

**Cons**

- Too many outdated listings.

-Subscription required.

-Castings advertised on the site are not accurate to castings available.

-Little room for creativity / may not receive photos back/Cannot add to portfolio

-Focuses on models/actors, not other creatives.

Instagram:

**Pro’s:**

-Message request’s feature

-Simplicity of posting

-Hashtags to discover relevant content

-Color-scheme + Recognizable logo

-Widely used in the industry

**Con’s:**

-Popularity contest. Accounts receive push and attention based on the number of followers.

-Fake profiles

-Purpose is not directly established, too many opportunities can be purposeless

- Not exclusive

-Verification is purchasable.

- Cannot customize post layout

Tinder:

**Pros:**

-Facial recognition to verify identity based on uploaded photos

-Can connect users based on location and distance.

**Cons:**

-Verification is not mandatory

-Anybody can join

Raya:

**Pros:**

-Requires 2 referrals from current users or approval by moderators to create an account.

-Account linked to Instagram page (credibility + easy portfolio navigation)

-Feels exclusive to members