

Guidelines for Publicizing Your Screening of *The Line* *A Step By Step Guide to Getting the Word out on Social Media*

INTRO:

Facebook and Twitter are great ways to get the word out about your screening of *The Line*. So that all the 1,100 screenings of the film are all coordinated, we'd like you to use the details below about social media engagement.

GRASSROOTS:

Make sure you've got the names and Twitter handles of all partner organizations and anyone you know who will be interested in this—activists, bloggers, etc. You can ping them with the Tweets and DM them with notes to make sure they see relevant tweets.

In *all* your Tweets, make sure to add a hashtagged (#) topic so that your Tweets can be searched for and logged as trending.

We should use THESE HASHTAGS IN ALL TWEETS: **#TheLineMovie** and **#talkpoverty** so that we can track trends effectively.

Boiling your ask down to 140 characters for Twitter can be tricky—so use your space wisely! If you have all of your screening information online, find a URL shortener (we like <https://bitly.com/>) and create a unique tiny link that will lead anyone who reads your tweet back to your content so they can learn about the screening.

Try something like this:

+ **1,100 screenings in the US of #TheLineMovie to talk #poverty and we've got one here!**

<https://bitly.com/>

+ **#TheLineMovie is launching all across the country to talk #poverty. We've got a screening here!**

<https://bitly.com/>

+ **We need solutions to #poverty! Watch #TheLineMovie with us! <https://bitly.com/>**

Facebook:

Facebook posts are highly dependent on the type of content you are linking to.

Try something like this:

+ **The Line Movie has 1,100 screenings set up all around the country. And one RIGHT HERE!**

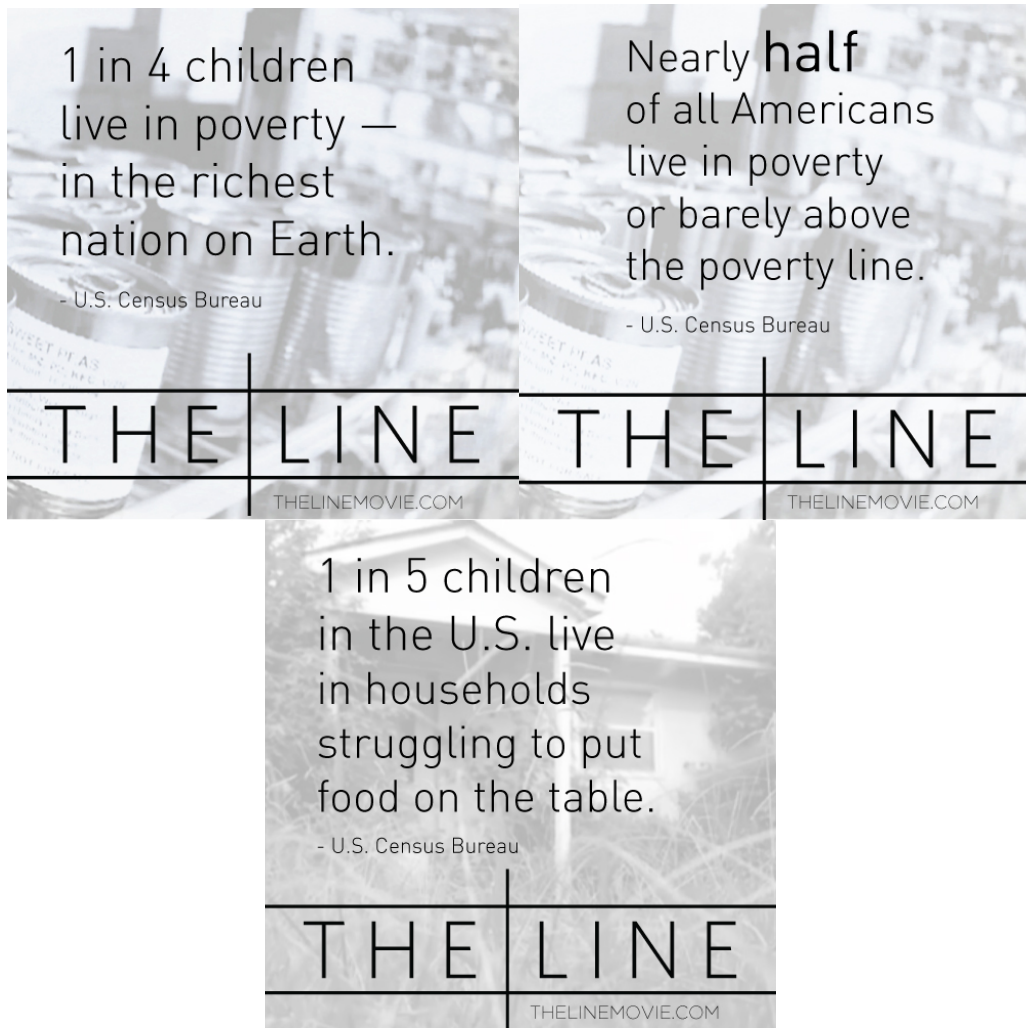
<http://bitly.com/>

+ **Want to know how to get poverty on the table for the election? Come watch The Line Movie with us! <http://bitly.com/>**

MEMES:

+ Sojourners have been very successful pushing out memes—a 500 pixel by 500 pixel image that is easily shareable and usually provides a teaser to bigger content. The idea is to have a great picture and then in the ‘about’ section of the photo post, add a link to the videos or a link to a blog post.

The below picture should be posted on Facebook with a teaser that describes the meme and sends users to the website with information about your screening.



For example, Sojourners will post this picture, and in the information block, it will read something close to: “Think this needs to change? Watch *The Line* with us: [bit.ly.com/\(shortened url\)](http://bit.ly.com/(shortened url)). Watch, share, discuss.”

Try to post *at least* once a day on Twitter for the week before the event press event, at different times of day. Most users on Twitter peak at about 9am, but there’s a wave at 3pm, too, so don’t miss out on that audience. Facebook should have maybe one post a day for the week before the launch—Facebook also peaks in the morning, but usually at 10am. Try to intersperse your posts throughout the day and you’ll hit a big portion of your audience at least once!

Good luck!

Feel free to contact ask questions or let us know if you need follow up. For social media questions, contact the Carrie Adams, Communications Manager, Sojourners, cadams@sojo.net, (585) 355-2841