

# MARKETING YOUR SCREENING: LIKE

1

## SET A SCHEDULE & ANNOUNCE SCREENING

Email: see editable word doc in screening materials

Social media sample text; use with image(s) provided in screening materials

*"Save the Date! (insert date) We're screening LIKE, an award-winning film that helps people find balance with social media. One of the best hour-long investments you'll make all year!"*

2

## 2 WEEKS BEFORE SCREENING

Print off and put-up posters (if possible); start posting on social media regularly, using the materials provided

3

## 2 DAYS BEFORE SCREENING

For virtual screenings: *"2 days and counting! Keep an eye out for the screening link delivered to your email inbox for the LIKE screening on (insert date) at (insert time). So excited for our community to watch this film together!"*

For in-person screenings: *"2 days and counting! Join us on (insert date and time) at (insert location) for the live LIKE screening and discussion! So excited for our community to experience this together!"*

4

## DAY OF SCREENING

*"An hour of your time; a lifetime of understanding and balance. Join us today for LIKE!"* (insert event details for in-person screening; registration link for virtual)

5

## IMMEDIATELY AFTER SCREENING

*"Thank for so much for joining us for this film and conversation about finding balance in our digital lives - we so hope that you found it valuable. (If using...) Please take 3 minutes to complete the survey by clicking here (insert link). To access useful resources, visit <https://www.indieflix.com/education/like/resources>. If you'd like to talk to someone about anything from the film, you can get in touch confidentially at (insert details)"*

6

## AT-HOME, FOLLOW-ON ACCESS

Where relevant, announce the start of online access, provide the link, and send out timely reminders to prompt families to watch