

# MARKETING YOUR SCREENING: NEVERTHELESS

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## 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 Nevertheless, a film that looks behind #MeToo headlines to the realities of workplace sexual harassment, and how we can end it. One of the best hour-long investments you'll make all year"*

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## 2 WEEKS BEFORE SCREENING

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

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## 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 Nevertheless 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 Nevertheless screening and discussion. So excited for our community to experience this together!"*

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## DAY OF SCREENING

*"An hour of your time; a lifetime of understanding and empowerment, for women AND men. Join us today for Nevertheless!"* (insert event details for in-person screening; registration link for virtual)

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## IMMEDIATELY AFTER SCREENING

*"Thank for so much for joining us for Nevertheless - we so hope that you found it valuable. To access useful resources, visit <https://www.indieflix.com/education/nevertheless/resources>. If you'd like to talk to someone, you can get in touch confidentially at (insert details)"*

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## AT-HOME, FOLLOW-ON ACCESS

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