

MARKETING YOUR SCREENING: THE UPSTANDERS

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 The Upstanders, an incredible film that looks into all aspects of cyber-bullying. 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 Upstanders 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 The Upstanders screening and discussion. So excited for our community to experience this together!"*

4

DAY OF SCREENING

"An hour of your time; a life-time resilience and empathy. Join us today for The Upstanders!" (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 cyber-bullying - 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/upstanders/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 families to watch