

PROMOTE YOUR VIRTUAL SCREENING: UPSTANDERS

SET A SCHEDULE & ANNOUNCE YOUR SCREENING

- Once you pick your date and time, send an email to your community to let them know about the screening and how to virtually attend.
- Click [HERE](#) for promotional materials, including posters, email announcement templates, and social drafts.

2 WEEKS BEFORE YOUR SCREENING

- Send an email with further instructions and updates on the virtual screening. If applicable, announce your panelists and moderator. Include their biographies in the email, so people know who they are.
- Pump up promotion for the event! Get your community excited by posting to internal dashboards, social accounts, etc.

2 DAYS BEFORE YOUR SCREENING

- Send out reminders for last-minute additions.

DAY OF YOUR SCREENING

- Today's the big day! Send out a reminder email.
- Send out instructions for virtual access again.
- Remind all viewers to complete the survey on the dashboard after they finish watching the film. (The survey can be accessed via the dashboard, or you can choose to send the link as a reminder.)

IMMEDIATELY AFTER YOUR SCREENING

Promptly following your event while the community is still engaged, ask the audience to go back to the dashboard home page and complete the survey. This survey will provide you with the film's impact on your audience, so encourage them to complete it. We will send you a report of the results after access to the film expires.

AT HOME, ON-DEMAND ACCESS

If you purchased extended license access:

- Remind your community of the dates.
- Provide the link and instructions on how to access the materials.
- Send out reminders to remind your community to watch at home.
- Encourage viewers to use additional supporting materials provided in tabs of the dashboard.
- Remind them to take the survey immediately following the film.