

## SOCIAL MEDIA RECOMMENDATIONS

Social media is a great tool to promote your event. Your promotional posts will need to contain event details, but should also seek to educate, inspire, and engage. When promoting your event, be sure to use *The Unafraid* hashtags and handles. Some general posting recommendations and sample posts are below.

### HASHTAGS

Primary: #theunafraidfilm

Secondary (use as appropriate given your target audience): #DACA #immigration #dreamers #educationnotsegregation #passthe dreamact

### SOCIAL HANDLES:

Facebook: @theunafraidfilm

Twitter: @theunafraidfilm

Instagram: @theunafraidfilm

### FILM WEBSITE:

<http://www.theunafraidfilm.com/>

### GRAPHICS:

Need photos or logos for your posts? Visit: <http://www.theunafraidfilm.com/press.html>

### POSTING RECOMMENDATIONS:

Depending on the platform you are using, there are different best practices for posting, which are based on the platforms' format and algorithms.

#### FACEBOOK

It's generally believed that you should post a minimum of three times a week to show activity on your page and no more than once every four hours to your page. Pages with less than 10,000 followers want to cap their posts at two times per day so that you don't burn-out your audience. Keep event "RSVP" themed posts limited to once per week, but don't shy away from themed posts that talk about the issues facing undocumented immigrants or ask questions of your followers to spark interest and dialogue.

Be sure to create a Facebook event page to promote your screening event to your followers. You can also co-host your events on Facebook allowing you to expand your reach to other organizations that are partnering with you on the event.

Consider putting a small amount of money behind "boosting" your event post and geo-targeting it to your community. Spending \$25-\$50 on a post can significantly impact your visibility and reach.

## TWITTER

The Twitter platform differs significantly from Facebook. Twitter has a constant stream of information going out to users and it takes more effort for your posts to be seen and get traction. In order to maximize your chances of being seen, you will want to post three to five times per day.

You also want to think strategically about the times you post, attempting to capture the highest number of your followers. You should monitor your social media analytics to see what times seem to be peak with activity from your followers, but generally speaking, people are online while at work and there are patterns to their social media activity. Consider posting at the beginning of the work day, again during the lunch hour, and in the late afternoon.

Posts must be brief and get to the point. Be sure to use content from *The Unafraid* website to add context to the issues tied to the film.

*\*\* On all platforms, you are going to increase your chances of being seen by including visuals. Give some thought to the photos, memes, and videos that you use.*

## SAMPLE FACEBOOK AND INSTAGRAM POSTS

- Did you know that some states bar high school graduates from applying to top public universities, simply because they are undocumented? In advance of the film's national PBS broadcast this fall, join us on [date] for a free preview screening of the award-winning documentary film 'The Unafraid' and learn more about what it means to grow up American and undocumented. [Add event RSVP link, tag partners]
- What it is like to grow up American and undocumented in the U.S. today? Join us for a free screening of the award-winning feature documentary film 'The Unafraid' and follow three DACA students in Georgia as they fight for their right to an education. #TheUnafraidFilm on [date] at [date] [Add event RSVP link, tag partners]

## SAMPLE TWITTER POSTS

- Join us [date] at [venue] for #TheUnafraidFilm. Follow 3 #DACA youth as they fight for their dream of a college education in a state that has banned them from applying. #dreamers #immigrationreform [Add event RSVP link, tag partners]
- What it is like to grow up American & undocumented? See the award-winning @theunafraidfilm on [date] at [venue] + panel discussion w. local organizers on issues facing immigrant youth in our community. [Add event RSVP link, tag partners]
- #TheUnafraidFilm - join us for a free screening [date] at [venue]! #DACA #immigrationreform #dreamers [Add event RSVP link, tag partners]

## EXTRA PRO TIPS

- To save characters use a shorter url. Sites like bitly.com can be of assistance.
- Don't go overboard with hashtags. Two to three hashtags is more than enough.
- Respond to all comments and questions that you received online.
- Encourage your event participants to share their thoughts on social media during the event.