



## **ON HER SHOULDERS**

### **- Awareness Best Practices**

## **Press and Social Media Assets: [Download Here](#)**

### **SOCIAL MEDIA IMAGES**

1. You can use a number of different social images in the days and weeks counting down to opening day as well as once the film is released. Images are formatted for Instagram and Facebook and can also be used on Twitter and in e-newsletters. Download the images [here](#).
1. Where applicable, link the image directly to the ticket purchasing page. If no such page exists yet, link to [onhershouldersfilm.com](http://onhershouldersfilm.com).
2. Write post copy that indicates the days left until opening day. On opening day, indicate that. When Now Playing, indicate that. Tag our social handle across all platforms (@oscopelabs).
3. If/when applicable, note days & showtimes for any Q&A appearances.

### **SAMPLE COPY:**

*We can't wait to bring you the story of Nadia Murad, who survived genocide to become a Nobel Peace Prize-winning activist. The incredible, award-winning film ON HER SHOULDERS opens here XXXX get tickets and learn more at [onhershoulders.com](http://onhershoulders.com).*

### **SOCIAL MEDIA BY PLATFORM**

#### **INSTAGRAM POST**

1. Put the link to the [full Youtube trailer](#) in your Instagram bio. Note that it is case sensitive.
2. Upload our [instagram-length trailer](#).

3. Write post copy that indicates that the full video has premiered at the link in your bio, and if tickets are on sale (when applicable).
4. Also include the following:
  - a. Our Instagram username: @oscopelabs
  - b. In theaters XXXX
  - c. Our hashtag: #OnHerShoulders

**SAMPLE COPY:**

*#NobelPeacePrize-winning activist Nadia Murad survived genocide to become a global voice for victims everywhere. She shares her incredible and crucial story in #OnHerShoulders, the new documentary from @sundanceorg best director winner Alexandria Bombach. Opening here on XXXX.*

**INSTAGRAM STORY**

1. [Here](#) is a story-sized graphic if you'd like to use it - fine if not.
2. Include the link to the youtube trailer in the story.
3. When the ticket page is up, link to that.

**TWITTER**

1. Link to the full video.
2. Write post copy that indicates the video has premiered.
3. Also include the following:
  - a. Our Twitter username (@oscopelabs)
  - b. Opening soon. onhershouldersfilm.com (or direct ticket link to theater)
  - c. Our hashtag (#OnHerShoulders)

**SAMPLE COPY:**

*The unshakeable Nadia Murad, who survived genocide to become a @UN Goodwill Ambassador and @NobelPrize Winner, shares her urgent story in #OnHerShoulders, the @sundancefest-winning doc from Alexandria Bombach. Opening 10/19 from @oscopelabs! <https://youtu.be/9RRE1DWK8cU>*

**FACEBOOK**

4. [Upload the entire trailer](#) natively to Facebook (important: do not share the YouTube link).

5. Set a custom thumbnail. Choose one you like from the video (pick something with little to no text), or use
6. Write post copy that indicates this is the premiere of the full video and the film is in theaters. **Tag our Facebook page** (username @Oscopelabs). No hashtags.

SAMPLE COPY:

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