

TIFF Share Her Journey Year 2 Social Media Toolkit

Contact: TIFF on Twitter @TIFF_NET

Social Media Handles:

Twitter: [@TIFF_NET](#) | Facebook: [@TIFF](#) | Instagram: [@TIFF_NET](#)

Hashtags:

#ShareHerJourney

URLs:

tiff.net/shareherjourney (information)
shareherjourney.org/rally (join the movement + rally info)
facebook.com/events/553000098450720 (Facebook Event)

Copy Samples:

Share Her Journey is back for its second year, and TIFF is asking *you* to join the movement.

Of the top 250 films of 2017, 11% were directed by women, only 16% were written by women and women made up only 18% of all directors, writers, producers, editors and cinematographers.

It's time for a wake up call.

TIFF stands with women both in front of and behind the camera. Join TIFF's movement to bring about change in the film industry.

TIFF has made a five-year commitment to increasing participation, skills, and opportunities for women behind and in front of the camera. We will prioritize gender parity with a focus on mentorship, skills development, media literacy, and activity for young people.

Rally Specific Copy Samples:

Stand up for change with TIFF on the morning of Saturday, September 8 for the #ShareHerJourney Rally. All who want to see and be part of real change in the film industry are invited to join the action down on John Street at the Slaughter Music Stage at 10am.

With the support of partners ReFrame, TIME'S UP, and #AfterMeToo, we will hear from thought leaders and inspirational guests including:

Dr. Stacy L. Smith, Founder and Director of the USC Annenberg Inclusion Initiative

Amanda Brugel, actor

Keri Putnam, Executive Director of the Sundance Institute

Mia Kirshner, actor, and co-founder of #AfterMeToo

Amma Asante, filmmaker (WHERE HANDS TOUCH)

Cathy Schulman, President, Welle Entertainment

Nandita Das, filmmaker (MANTO) and actor

Zavia Forrest, TIFF Next Wave Committee member

The unforgettable morning will begin and wrap up with performances by Molly Johnson and Shakura S'Aida.

RSVP: shareherjourney.org/rally

And RSVP on Facebook and share the event with your communities and friends:
facebook.com/events/553000098450720/

Our Standards For Success:

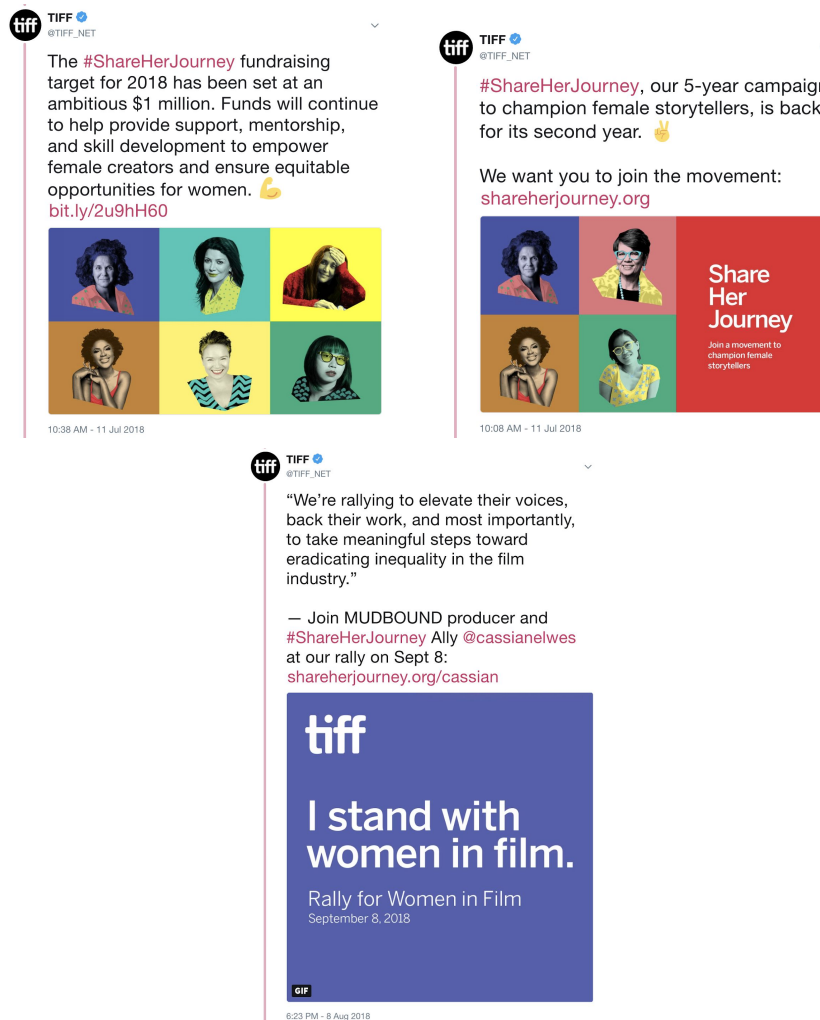
- **Always include visual media in social post** (embed an MP4 video, upload a JPEG or GIF, or include link with an embedded image)
- When possible, tag social handles of the parties involved (either directly within the post copy or embedded within the post) – e.g. **@TIFF_NET**
- Use up to two hashtags per tweet, including **#ShareHerJourney**. For Instagram, use as many hashtags as you see fit! However, we'd suggest burying hashtags at the bottom of the post. And with Facebook, we suggest refrain from using hashtags.
- Include a call to action when possible in your social post language (**join the movement at shareherjourney.org** or RSVP for the rally at shareherjourney.org/rally)

Sample TIFF Share Her Journey Tweets

#ShareHerJourney, our 5-year campaign to champion female storytellers, is back for its second year. 🙌
We want you to join the movement: shareherjourney.org — [URL](#)

The #ShareHerJourney fundraising target for 2018 has been set at an ambitious \$1 million. Funds will continue to help provide support, mentorship, and skill development to empower female creators and ensure equitable opportunities for women. bit.ly/2u9hH60 — [URL](#)

“We’re rallying to elevate their voices, back their work, and most importantly, to take meaningful steps toward eradicating inequality in the film industry.” — Join MUDBOUND producer and #ShareHerJourney Ally @cassianelwes at our rally on Sept 8: shareherjourney.org/cassian — [URL](#)



"What can I do about how women are treated in the film industry?" We are working to answer that question. Stand with women in film at our #ShareHerJourney Rally on September 8. RSVP for details: shareherjourney.org/rally — [URL](#)

"Stand up for change at the #ShareHerJourney Rally, supported by @ReFrameProject, @TIMESUPNOW, @aftermetoo + featuring Dr Stacy L Smith, @AmandaBrugel, @KPutnam + more. September 8, 10am, at the Slight Music Stage on John Street. RSVP for more details: shareherjourney.org/rally" — [URL](#)



RT our Twitter moments and look here for more original content inspiration:

Year 2 Launch: bit.ly/2vuV78J

Cinematographers: bit.ly/2KApGOV

Editors: bit.ly/2KCrbMs

Production Designers: bit.ly/2AYXhm2

Writers: bit.ly/2KEgf0S

Directors: bit.ly/2nK6K7

Sample TIFF Share Her Journey Facebook Post

Of the top 250 films of 2017:

11% were directed by women

16% were written by women

women made up only 18% of all directors, writers, producers, editors and cinematographers

It's time for a wake up call. Join the movement: shareherjourney.org.

[#ShareHerJourney](https://shareherjourney.org), our 5-year campaign to champion female storytellers, is back for its second year. ✌️

We're proud to welcome new Ambassadors Amma Asante, Molly McGlynn, Shohreh Aghdashloo, Ellen Wong, Jennifer Podemski, and Joyce Wong.

+ Image



Sexual assault, gender disparity and sexism run rampant in the film industry—and it's a culture we won't accept.

Stand up for change with TIFF on the morning of Saturday, September 8 for the [#ShareHerJourney](https://shareherjourney.org) Rally. All who want to see and be part of real change in the film industry are invited to join the action down on John Street at the Slaight Music Stage at 10am. 🍌🍌🍌🍌🍌🍌

RSVP: shareherjourney.org/rally

+ [Facebook Event URL](https://shareherjourney.org/rally)