TIFF Share Her Journey Year 2 Social Media Toolkit

Contact: TIFF on Twitter @TIFF_NET

Social Media Handles:

Twitter: <u>@TIFF_NET</u> | Facebook: <u>@TIFF</u> | Instagram: <u>@TIFF_NET</u>

Hashtags:

#ShareHerJourney

URLs:

tiff.net/shareherjourney (information) shareherjourney.org (join the movement)

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.

Join the movement today to receive the exclusive updates and event information!

Our Standards For Success:

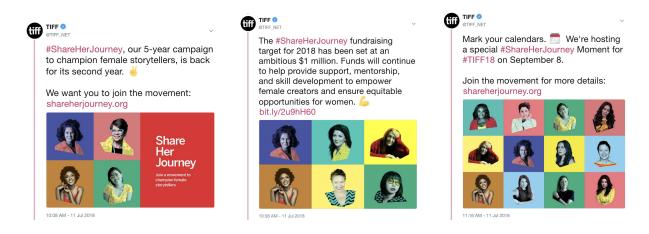
- Always include visual media in social post (embed an MP4 video, upload a JPEG or GIF, or include link with an embedded image)
- When possible, tag social handles of the parties involved (either directly within the post copy or embedded within the post) e.g. **@TIFF_NET**
- Use up to two hashtags per 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)

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 — <u>URL</u>

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 — <u>URL</u>

Mark your calendars. We're hosting a special #ShareHerJourney Moment for #TIFF18 on September 8. Join the movement for more details: shareherjourney.org — <u>URL</u>



RT our Twitter moment and look here for more original content inspiration for original content (it will be updated on a weekly basis):

https://twitter.com/i/moments/1017079183699251204

Sample TIFF Share Her Journey Facebook Post

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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.

<u>#ShareHerJourney</u>, 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.

