

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 (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 — [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](#)

Mark your calendars. We're hosting a special #ShareHerJourney Moment for #TIFF18 on September 8.
Join the movement for more details: shareherjourney.org — [URL](#)



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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16% were written by women

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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.

