

# PROMOTE YOUR IN-PERSON SCREENING: UPSTANDERS

## SET A SCHEDULE & ANNOUNCE YOUR SCREENING

- ☐ Once you pick your date and time, send an email to your community to let them know about the screening and how to attend.
- ☐ Click [HERE](#) for promotional materials, including posters, email announcement templates, and social drafts.

## 2 WEEKS BEFORE YOUR SCREENING

- ☐ Head to our *Upstanders* promotional materials page to find additional posters, stills, and ideas on promoting the screening in your community.
- ☐ Send an email to all interested individuals with further instructions and updates on your in-person screening. Announce your panelists and moderator, including their biographies in the email so people know who they are.
- ☐ Pump up promotion for the event! Get your community excited by posting to internal dashboards, social accounts, etc.

## 2 DAYS BEFORE YOUR SCREENING

- ☐ Send out reminders for last-minute additions.

## DAY OF YOUR SCREENING

- ☐ Today's the big day! Send out a reminder email.
- ☐ Send out instructions for attending again.
- ☐ Send out panelist's biographies.

## IMMEDIATELY AFTER YOUR SCREENING

Promptly following your event, while the community is still engaged, discuss the survey reaching their inbox shortly. If you want to make this an option, you can also have the audience access the survey on their smartphones via QR code. This survey will disclose the film's impact on your audience, so encourage them to complete it either way.

## AT HOME, ON-DEMAND ACCESS

If you have the "Watch at Home" option:

- ☐ Announce the start of online access.
- ☐ Provide the link and instructions on how to access the materials.
- ☐ Send out reminders to remind your community to watch at home.