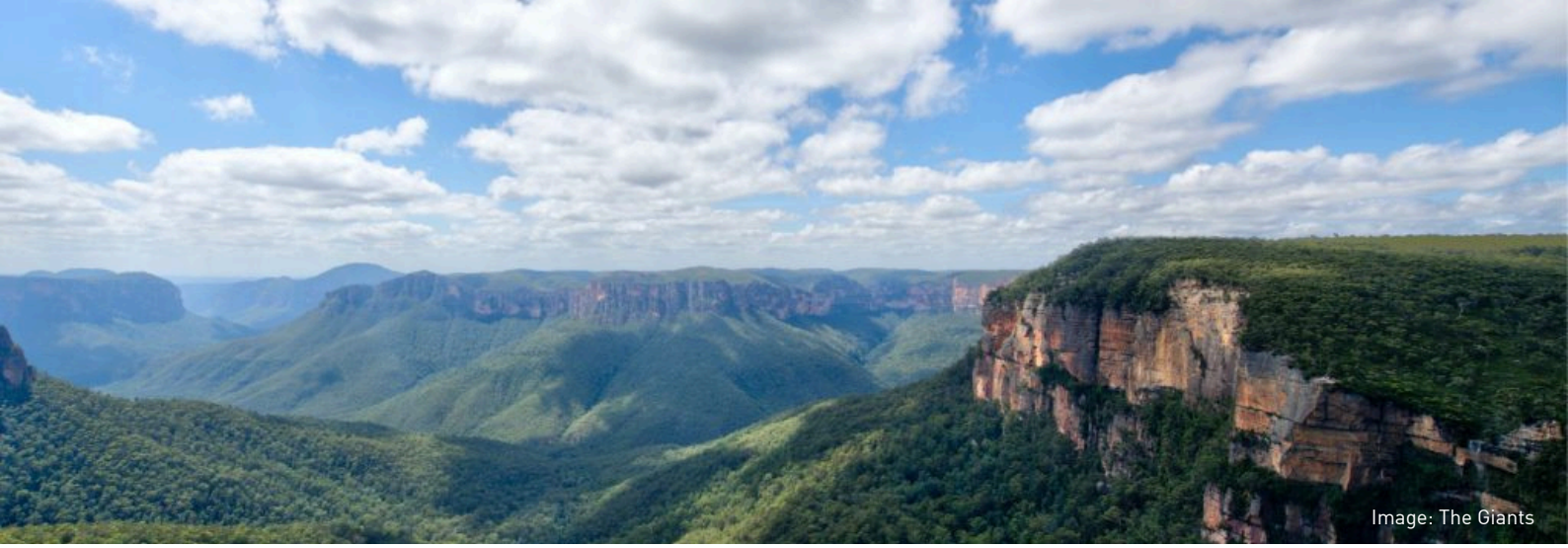

Image: The Giants

PROMOTING YOUR SCREENING

There are plenty of ways to promote your screening in your community.

- Write an email invitation. Ask family, friends and colleagues to forward the invitation to their networks.
  - Use our invitations template
- Contact local groups and organisations and ask them to forward the invitation to their mailing lists.
- Print and distribute posters and flyers around your town.
- Local event listings and community groups on social media pages are also good place to advertise your event.
- Use the media release template to let your local newspaper or radio station know that you will be hosting a screening. They might be able to help you promote the event, or they may be able to attend the event and cover it as a local news story.

Social media marketing tips

Social media can be a great way to get the word out about your documentary screening.

- Firstly, find the film's social media pages on Facebook, Instagram, YouTube, X and TikTok (if available). 'Like' and 'follow' them. You can share any of their existing posts to your pages to help promote your screening.
- Make sure you have approval to use images and graphics and these may be supplied from the film team, as well as photos of relevant speakers.
- Video posts perform best of all, so be sure to share the trailer of the film when promoting your screening event. Ask the film team for approval before sharing anything.

It is very helpful to tag the film and other organisations involved in your screening event such as the venue and event speakers.

You can tag people or pages on Facebook, Instagram and X by preceding their name with the @ symbol. This will notify the related organisation that you are discussing them and help to share your posts and event to different networks.