



Awareness Campaign Toolkit

March 27 – April 5, 2021

2021 Easterseals Disability Film Challenge: Home Edition 2.0

Now, it's time to watch, like, share the films created for the **2021 Easterseals Disability Film Challenge: Home Edition 2.0**. The sample posts below can be used during the **Awareness Campaign, March 27-April 5, 2021**. One of the goals of the Film Challenge is to change the way disability is viewed in media by giving filmmakers the opportunity to collaborate and tell unique stories, showcasing disability in its many forms. The Best Awareness Campaign helps to further this goal through grassroots publicity campaigns that raise the visibility of the films entered in the challenge.

Helpful Key Messages and Talking Points

- Although more than 1 in 4 Americans live with a disability, the unique stories of our community are too often untold
- By seeing our stories reflected on screen, the audience's understanding of disability is expanded and people are inspired to join the conversation.
- The Easterseals Disability Film Challenge gave me the platform to share my perspective as someone with a disability**
- My film <insert film name> addressed disability by <share brief description of theme>

*** add in details about your unique experience with the challenge, what you learned, how you hope to see diversity portrayed in future media*

Sample Facebook/Instagram Posts

The Easterseals @disabilityfilmchallenge 2021: Home Edition 2.0 films have been submitted – but the challenge isn't over! Watch, like and share the shorts to show your support during the Awareness Campaign March 27 – April 5! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

A record breaking number of films have been created for the Easterseals @disabilityfilmchallenge Home Edition 2.0! Now comes the most important part – watch and share the films to help change the way the world defines and views disability! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

Disability representation in the media is more important than ever. Check out the shorts submitted to the Easterseals Disability Film Challenge to show your support! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

Hashtags: #EDFC2021 #eastersealssocal #disabilityfilmchallenge #inspirechange



Sample Tweets

The @disabilityfilmchall 2021: Home Edition 2.0 films have been submitted – but the challenge isn't over! Watch, like and share the shorts to show your support during the Awareness Campaign March 27 – April 5! [https://www.youtube.com/c/ TheDisabilityFilmChallenge](https://www.youtube.com/c/TheDisabilityFilmChallenge)

A record number of incredible films have been submitted to the 2021 @disabilityfilmchall: Home Edition 2.0 Now comes the most important part – watch and share the films to help change the way the world defines and views disability! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

Disability representation in the media is important now more than ever. Check out the shorts submitted to the @disabilityfilmchall to show your support! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

Hashtags: #EDFC2021 #eastersealssocal #disabilityfilmchallenge #inspirechange

Tag Us

Facebook: @DisabilityFilmChallenge, @EastersealsSoCal

Instagram: @DisabilityFilmChallenge, @EastersealsSoCal

Twitter: @DisabilityChall, @EastersealSoCal

Youtube: <https://www.youtube.com/c/TheDisabilityFilmChallenge>

Sample Social Images to Share – Feel free to use your own photos.

