



# Easterseals Disability Film Challenge

## Awareness Campaign Toolkit

Now, it's time to watch, like, share the films created for the **Easterseals Disability Film Challenge**. The sample posts below can be used during the **Awareness Campaign**. 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 films have been submitted – but the challenge isn't over! Watch, like and share the shorts to show your support during the Awareness Campaign <dates>! <https://www.youtube.com/c/TheDisabilityFilmChallenge>

A record breaking number of films have been created for the Easterseals @disabilityfilmchallenge! 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: #EDFC2022 #eastersealssocal #disabilityfilmchallenge #inspirechange



## Sample Tweets

The @disabilityfilmchall 2022 films have been submitted – but the challenge isn't over! Watch, like and share the shorts to show your support during the Awareness Campaign <dates> <https://www.youtube.com/c/TheDisabilityFilmChallenge>

A record number of incredible films have been submitted to the 2022 @disabilityfilmchall. 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: #EDFC2022 #eastersealssocal #disabilityfilmchallenge #inspirechange

## Tag Us

Facebook: @DisabilityFilmChallenge, @EastersealsSoCal

Instagram: @DisabilityFilmChallenge, @EastersealsSoCal

Twitter: @DisabilityChall, @EastersealSoCal

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

