



## Easterseals Disability Film Challenge Awareness Campaign Toolkit

**Awareness Campaign: April 13th-21st, 2024**

Now, it's time to watch, like, and 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 11th Annual Easterseals @disabilityfilmchallenge films have all been submitted – but the challenge isn't over! Watch, like, and share the shorts to show your support during the Awareness Campaign from April 13th through April 21st!

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

A record breaking number of films have been created for the 11th Annual Easterseals @disabilityfilmchallenge! Now comes the most important part – watch, like,

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. This year marks the 11th Year of the Easterseals @disabilityfilmchallenge! Check out the shorts submitted and show your support!  
<https://www.youtube.com/c/TheDisabilityFilmChallenge>

Hashtags: #EDFC2024 #disabilityfilmchallenge #inspirechange #11Years  
#easterseals #eastersealssocal

## Sample Tweets

The 11th Annual @disabilitychall films have all been submitted – but the challenge isn't over! Watch, like, and share the shorts to show your support during the Awareness Campaign from April 13th through April 21st!  
<https://www.youtube.com/c/TheDisabilityFilmChallenge>

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Disability representation in the media is important now more than ever. This year marks the 11th Annual Easterseals Disability Film Challenge! Check out the shorts submitted to @disabilitychall and show your support!  
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Hashtags: #EDFC2024 #disabilityfilmchallenge #inspirechange #easterseals  
#eastersealssocal

## Tag Us

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