

EASTERSEALS DISABILITY FILM CHALLENGE PROMOTIONAL CAMPAIGN



HELPFUL KEY MESSAGES

Talking Points:

- Although more than 56 million Americans are living with disabilities, the unique stories of our community are too often untold
- The Easterseals Disability Film Challenge addresses this underrepresentation by empowering filmmakers, actors, and other creators—with and without disabilities—to take their careers into their own hands
- By seeing our stories reflected on screen, these films inspire people to join the conversation and expand the audience's understanding of disability today
- The Easterseals Disability Film Challenge gave me the platform to use creative storytelling to share my perspective as someone with a disability on screen
- I had 55 hours to write, produce and complete a short film showcasing 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

REMEMBER TO CAPTURE BEHIND-THE-SCENES

Please capture BTS photos and selfie videos while having fun during the challenge. Upload your files to the Easterseals Disability Film Challenge [Google Drive](#) so we can share some of the photos following the announcement of the winners.

SPREAD THE WORD | SOCIAL MEDIA TIPS AND SAMPLE POSTS

To be considered for the Promotional Campaign Award, you must encourage your social network to watch your film. We've provided some sample messages for you to share on Facebook, Twitter, and Instagram.



FACEBOOK

- Use the link to the website www.DisabilityFilmChallenge.com
- Tag @DisabilityFilmChallenge in photos
- Tag your crew and friends (Facebook allows up to 10 people in a photo)
- Sample posts:
 - I participated in the Easterseals Disability Film Challenge last weekend! Watch my team's film at [LINK].
 - The Easterseals Disability Film Challenge empowers filmmakers, actors, and other creators—with and without disabilities—to take their careers into their own hands. Check out my film at [LINK].



TWITTER

- Use the #DisabilityFilmChallenge hashtag
- Tag @EastersealsSoCal in photos
- Tag your crew and friends (Twitter allows up to 10 people in a photo)
- Sample posts:
 - I participated in the Easterseals #DisabilityFilmChallenge last weekend! Watch my team's film at [LINK].
 - I had 55 hours to write, produce and complete a short film showcasing disability. Check it out #DisabilityFilmChallenge at [LINK].



INSTAGRAM

- Use the #DisabilityFilmChallenge hashtag
- Use multiple hashtags on Instagram, such as #FilmChallenge #Filmmaker #Film
- Tag @EastersealsSoCal in photos
- Tag your crew and friends (Instagram allows up to 19 people in a photo)
- Sample post:
 - Last weekend I had 55 hours to write, produce and complete a short film showcasing disability. Check out the finished product! Click on the link in my bio for the Easterseals #DisabilityFilmChallenge