

PROMOTE YOUR IN-PERSON OR VIRTUAL SCREENING

SET A SCHEDULE & ANNOUNCE YOUR SCREENING

- Once you pick your date and time, send an email to your community to let them know about the screening and how to virtually attend.
- Click [HERE](#) for promotional materials, including posters, email announcement templates, and social drafts.

2 WEEKS BEFORE YOUR SCREENING

- Send an email with further instructions and updates on the screening. If applicable, announce your panelists and moderator. Include their biographies in the email so people know who they are.
- Pump up promotion for the event! Get your community excited by posting to internal dashboards, social accounts, etc.
- Make sure you are prepared by reviewing the *Potential Triggers* document and the *Discussion Guide*.

2 DAYS BEFORE YOUR SCREENING

- Send out reminders for last-minute additions.

DAY OF YOUR SCREENING

- Today's the big day! Send out a reminder email.
- Send out instructions for virtual access or in-person attending again.
- Remind all viewers to complete the survey!

IMMEDIATELY AFTER YOUR SCREENING

Promptly following your event while the community is still engaged, ask the audience to go back to the dashboard home page and complete the survey. If you are hosting an in-person event, you can also have the audience access the survey on their smartphones via QR code. This survey will provide you with the film's impact on your audience, so encourage them to complete it. We will send you a report of the results after access to the film expires.

AT HOME, ON-DEMAND ACCESS

If you purchased extended license access:

- Remind your community of the dates.
- Provide the link and instructions on how to access the materials.
- Send out reminders to remind your community to watch at home.
- Encourage viewers to use additional supporting materials provided in tabs of the dashboard.
- Remind them to take the survey immediately following the film.