

TIFF Share Her Journey Social Media Toolkit

Contact: TIFF on Twitter @TIFF_Net

Social Media Handles:

Twitter: @TIFF_Net

Facebook: @TIFF

Instagram: @TIFF_Net

Hashtags:

#ShareHerJourney

Our Standards For Success

- Always include visual media in social post (embed an MP4 video, upload a JPEG or GIF, or include link with an embedded image)
- When possible, tag social handles of the parties involved (either directly within the post copy or embedded within the post)
- Use up to two hashtags per tweet. For Instagram, use as many hashtags as you see fit! However, we'd suggest burying hashtags at the bottom of the post. And with Facebook, we suggest refrain from using hashtags.
- Include a call to action when possible in your social post language.

Sample TIFF Share Her Journey Tweets

"To fix gender inequity in the film industry, change has to happen at every level. We're starting here: tiff.net/shareherjourney"



“One of the world’s most celebrated activists and artists, @priyankachopra is now an ambassador for women in film. #ShareHerJourney”



RT our Twitter moment and look here for more inspiration for original content
<https://twitter.com/i/moments/884903552107376640>

Sample TIFF Share Her Journey Facebook Post

“It’s crucial for women of colour to be given a platform to tell their own truths.” Director and #ShareHerJourney ambassador Omoni Oboli”

