

HOW TO BUILD AND ENGAGE YOUR AUDIENCE

1. Follow the INTELLIGENT LIVES social media accounts from your personal or organization's social media accounts:
 - ▶ Facebook: @IntelligentLives
 - ▶ Twitter: @IntelligenceDoc
 - ▶ Instagram: @danhabibfilms
 - ▶ Follow our hashtags:
#IntelligentLives #openingdoors
2. Use the sample Facebook posts (below) including hashtags and customize them for your screening. Space them out for the weeks leading up to the screening. We highly recommend using a variety of "shareables" to accompany your text. With each post, you could include choose one of the following:
 - ▶ The INTELLIGENT LIVES film trailer on Facebook:
<http://bit.ly/FBILTrailer>
or on the website:
<http://bit.ly/SiteILtrailer>
 - ▶ An image from the INTELLIGENT LIVES Host a Screening Kit resources folder on Dropbox:
https://www.dropbox.com/sh/iaoeoqrldtvz2b7/AAAu66CGUYLrTi4dRn5cX_Zna?dl=0.

Finish your post by inserting your event URL to purchase or reserve tickets. If that link is long, consider using a link shortening tool like bitly.com.

3. Create a Facebook event for your screening. Invite any appropriate co-hosts to increase visibility. Please include the INTELLIGENT LIVES Facebook page (@IntelligentLives). Follow this link for helpful tips for creating and editing Facebook events:
<https://www.facebook.com/help/131325477007622/>. Consider paying to boost your event with a targeted local audience 1-2 weeks out from your event date for even greater reach.
4. Use the sample tweets (below) including hashtags to tweet from your Twitter account. In addition, you can tweet to other local Twitter accounts whose followers might be interested in the screening (i.e. local autism organizations, local developmental disabilities councils, etc.). An example of a tweet to another organization that is likely to have an interested following:

Friends of @TARGETORG -have you heard the buzz about @IntelligenceDoc by @_danhabib? It is already shattering stereotypes about #inclusion & how we measure intelligence or a person's value. RSVP for the XXXXXXXX area screening on DATE -URL
5. Add the film synopsis and link to the film trailer to your organization's website.

SAMPLE POSTS

Sample Facebook Posts (If you have an Instagram or LinkedIn account, you can use this same language)

XXXXXXX area #disabilityrights advocates and film buffs! Award-winning filmmaker Dan Habib's new film #IntelligentLives is a catalyst to transform the label of intellectual disability from a life sentence of isolation into a life of possibility for the most systematically segregated people in America. We believe in the power of this film to educate and open doors to a more inclusive world. More information/ticket reservations at URL HERE. #openingdoors

“By telling these remarkable stories we are striving for greater awareness and acceptance of disability as a natural part of our diversity as human beings”- Dan Habib, Producer & Director of the new thought-provoking documentary INTELLIGENT LIVES. This film is opening doors as it captures an emerging paradigm in which people who have accessed supports can successfully participate in general education, college, integrated employment and relationships. We are excited to announce that #IntelligentLives is coming to XXXXX on DATE. It will be screening at XXXX and tickets can be reserved at URL. #openingdoors

If you believe that ALL people should be supported, valued, and included, join us as we take action on DATE for the special screening of #IntelligentLives at XXXX. This new documentary by disability rights filmmaker @DanHabib is shattering stereotypes about what it means to be “intelligent” and #openingdoors to more inclusive education & employment. In addition to featuring the stories of three pioneering young adults, the film is graced with the personal perspective of Academy award winning actor Chris Cooper. More information and ticket reservations at URL HERE.

Sample Tweets

#DisabilityRights filmmaker @_danhabib's new film #IntelligentLives is a catalyst to transform the label of intellectual disability from a life sentence of isolation into a life of possibility. RSVP for the XXXXXX area screening on DATE -URL HERE

We are excited to announce that #IntelligentLives is coming to XXXXX on DATE. This new film captures an emerging paradigm in which people who have accessed supports can successfully participate in general education, college, integrated employment and relationships. URL

If you believe that ALL people should be supported, valued and included, join us on DATE for the special screening of #IntelligentLives at XXXX. This new #documentary by #disabilityrights filmmaker @_danhabib is shattering stereotypes about what it means to be “intelligent.” URL HERE

OPENING EVEN MORE DOORS

1. Plan for a post-screening summary and post pictures from the event. Tag us and use our hashtags: #IntelligentLives #openingdoors
2. Post video clips from the discussions/activities after the screening to encourage your followers who didn't attend to learn more.
3. Consider going "Live" on Facebook or Instagram to draw people in to learn more about your event and the wider messages of the film.
4. Share your "action" steps and invite your followers to join and take action to maximize your impact.

For additional resources, check out our Press Kit on the INTELLIGENT LIVES website.

LINKS TO KEY SOCIAL MEDIA SHAREABLES

Trailer on INTELLIGENT LIVES

Facebook page:

<http://bit.ly/FBILTrailer>

Trailer on the INTELLIGENT LIVES website:

<http://bit.ly/SiteILtrailer>

INTELLIGENT LIVES Host a Screening Kit shareable images:

https://www.dropbox.com/sh/iaoeoqrldtvz2b7/AAAu66CGUYLrTi4dRn5cX_Zna?dl=0

HASHTAGS

INTELLIGENT LIVES hashtags:

#IntelligentLives

#openingdoors

Other possible hashtags you can add to posts:

#inclusion

#inclusiveeducation

#inclusiveemployment

#inclusiondrivesinnovation

#presumecompetence

#spedchat

#specialeducation

#justanumber

#nolimits

#itworks

#ifyoucanseeityoucanbeit

#seeitbeit

#unlocktheschool

#autism

#autismawareness

#disabilityrights

#downsyndrome

#downsyndromeawareness

#seetheability