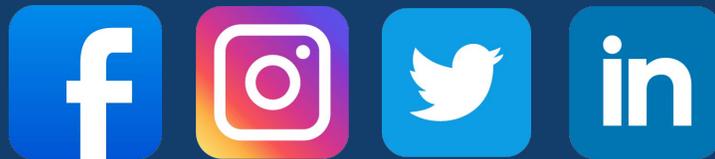


Defining | US



**SOCIAL MEDIA
BEST PRACTICES**



ABOUT US

For years, we have been producing documentaries on social and emotional learning, mental health, and equity distributed through television and schools. Through that work, it became clear that educators are not only addressing social problems, but creating a school-based civil rights movement that is transforming the lives of students and families.

Children of color are now the majority of America's youth. Yet, polls show race relations are at an all-time low; and, Black and Latino populations are among the most disenfranchised in America. National studies indicate that anxiety and depression rates among adolescents have increased 5-fold since the 1930s. Over 70 percent of LGBTQ+ youth report feelings of depression and anxiety in the last week.

Our documentary series focuses on the role of education in helping us understand and improve issues of race, sexual orientation, gender identity, poverty and homelessness, physical and mental difference, and more.

The first documentary in the series addresses our conflicting perceptions and attitudes about race, personhood, and truth. It tells the up close and personal stories of children of color who are now the majority of America's youth and the important role of education in counteracting harmful stereotypes and helping students discover their power, potential, and ability to lead us into the future.

Educators share the unheard story of how they are teaching our children to better understand themselves and each other and what they all can teach US.

YOUR ROLE

SOCIAL GOAL

We will use social media to connect with our audience in order to educate, inspire, and create community. Additionally, We will use social to drive thought leadership and brand awareness in the leadership development space in order to generate interest.

CURATED HASHTAGS

Branded Hashtags:

#definingus #definingusdocumentary #useyourvoice
#havetheconversations

Additional Hashtags:

#inclusivity #empowerment #diversityandinclusion #equality #diversity
#representationmatters #unity #inclusionmatters #humanrights
#bethechange #blackmagic #blackexcellence #activism
#leadersoftomorrow #belonging #socialchangemakers #storytelling

BRAND VOICE AND TONE ATTRIBUTES

Real/Relatable/Relevant
Educational
Inspirational
Credible

DOS

Create content that adheres to the community guidelines of the respective social media platform.

Tag Defining Us in the post copy, photos, and stories.

Include our link in your bio

Be creative and authentic to your brand.

Communicate to the audience your experience and thoughts on the documentary

DONT'S

Do not compare Defining Us to a competitor's video or criticize a competitor's brand.

Do not mention any other brand-sponsored content in your post.

Do not use profanity or make disparaging remarks.

Do not include pictures/references of drugs or alcohol.

LINKEDIN

- We will use LinkedIn to drive thought leadership and brand awareness in the leadership development space in order to generate interest.
- Take a few minutes to monitor the latest discussions. Respond IF you have something relevant to say + add to the discussion.
- Sharing video, photos, and text-based content will all perform well on LinkedIn. It is important to tag businesses and individual people involved in what you are posting about.
- LinkedIn is information and connection based, so sharing the full story and reasoning behind your post is very important.
- Use 1-3 relevant hashtags in your post
 - ex. #diversity #definingusdocumentary #equity #inclusion #socialjustice #mentalhealthawareness

INSTAGRAM

- We will use Instagram to connect with our audience in order to educate, inspire, and create community.
- We will use Instagram Stories to introduce ourselves to new users in order to build brand awareness, understanding of our value, and providing inspiration.
- Make sure you are not only posting the same content - different types of posts, like a single image, multiple images in a carousel, a slideshow or a video.

FACEBOOK

- We will use Facebook to educate and inform our audience on Defining Us through shareable video content.
- Facebook is more informational than other platforms, so a pretty picture with a short caption isn't likely to do as well on Facebook as it might on Instagram
- You want to make sure that you're putting out content that adds value to your audience and is relevant to their lives.
- It's also a best practice to include a link in your Facebook posts so that your audience has the opportunity to take an action.

TWITTER

- We will use Twitter to share timely content and interact with direct and indirect audiences with a consistent, inspirational, and educational brand voice to build community and aid in positive social change.
- Twitter moves quickly, and on average, a Tweet's lifespan is 18 minutes. Quantity is essential on this platform.
- Tweet at least once per day - 5+ per day is recommended
- Hashtags are also a huge boost in helping share your posts and allowing your audience to follow topics easily. Utilizing brand hashtags and including them in all tweets is important.