

ReelAbilities

VIRTUAL FILM FESTIVAL

LOS ANGELES

October 15-17, 2021



Social Media Toolkit
RAFFLA 2021



Dear Community!

Thank you all for helping us spread the word about this year's **ReelAbilities Virtual Film Festival 2021!** We are so excited about our films and, though we all would prefer a live in-person festival, the fact that anyone in the United States can attend our festival virtually is a HUGE bonus to having it online! So we need your help to spread the word far and wide...

On the next sheet you will see some sample text, #hashtags, links and media options. Two of them are videos and one is a photo. You can click on the image links and download to your phone or computer. Please feel free to change the copy or personalize it in a way that would generate the interest of your audiences!

We will see you soon!

RAFFLA Family



Important Hashtags, Handles, and URLs

- Film Festival hashtags: [#FilmFestival](#) [#disabilityinclusion](#) [#DisabilityTwitter](#) [#disability](#) [#Disabled](#) [#DisabilityTwitter](#) [#Disabilities](#)
- Film Festival website: <https://reelabilitiesla.org/>
- RAFFLA Facebook: <https://www.facebook.com/ReelAbilitiesLA/>
- RAFFLA Twitter: <https://twitter.com/ReelAbilitiesLA>
- RAFFLA Instagram: <https://www.instagram.com/reelabilitiesla/>
- RAFFLA Flickr: <https://www.flickr.com/photos/reelabilitieslosangeles>

FACEBOOK/INSTAGRAM/TWITTER

- Films about and made by people with disabilities will be shown at the Fourth Annual ReelAbilities Los Angeles Film Festival at @ReelAbilitiesLA! #RAFFLA2021 Find out more about all the films here: <https://reelabilitiesla.org/>
- Looking forward to the Fourth Annual ReelAbilities Los Angeles Film Festival at @ReelAbilitiesLA! #RAFFLA2021 For more information and to get your ticket: <https://reelabilitiesla.org/>
- From October 15-17, @ReelAbilitiesLA is hosting the fourth ReelAbilities Los Angeles Film Festival, where all films are about and made by people with disabilities will be screened! #RAFFLA2021 For more information and to get your ticket: <https://reelabilitiesla.org/>
- .@ReelAbilitiesLA is showcasing some of the most significant and impactful films reflecting on the lived experience of those with disabilities. Learn more about the films that will be screened, and make sure you get your tickets! #RAFFLA2021 <https://reelabilitiesla.org/>
- .@ReelAbilitiesLA is a three-day online film festival showcasing highly topical films, conversations, and artistic programs that explore and celebrate the diversity of our shared human experience. #RAFFLA2021 For more information and to get your ticket: <https://reelabilitiesla.org/>
- At the Fourth Annual @ReelAbilitiesLA, enjoy a curated film screening experience, learn from many of this year's pioneering and upcoming filmmakers in real-time Q&A Sessions and Panel Discussions. #RAFFLA2021 For more information and to get your ticket: <https://reelabilitiesla.org/>
- Come out and watch the Fourth Annual @ReelAbilitiesLA! All films are presented with full audio descriptions and closed captioning. #RAFFLA2021 For more information and to get your ticket: <https://reelabilitiesla.org/>
- I've got my tickets to the Fourth Annual ReelAbilities Los Angeles Film Festival at @ReelAbilitiesLA! Make sure to get yours before they're sold out: #RAFFLA2021 <https://reelabilitiesla.org/>

RAFFLA and DOD & partner tweets to retweet:

- “Disability and Inclusion”
<https://twitter.com/ReelAbilitiesLA/status/1425871968830693377?s=20>
- General Announcement + “Gurrumul” screening
<https://twitter.com/ReelAbilitiesLA/status/1436018827201032195?s=20>
- Easterseals Short Enjoy all the films from the Easterseals Disability Film Challenge:
Home Edition 2.0 @[DOD ReelAbilitiesLA](#) @DisabilityChall

Enjoy all the films from the Easterseals Disability Film Challenge: Home Edition 2.0
@[DOD ReelAbilitiesLA](#) @DisabilityChall

SQUARE



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Alt Text: A colorful collage of characters. Center, we have a young woman who uses a wheelchair smiling, holding her hand up, and looking at the camera. A young man stands by her side, holding his hand up. She is joined by a group of people, all smiling, holding their hands up, and looking at the camera. There is text laid out on the photo, on top from left to right: Disability is diversity, ReelAbilities Film Festival, reelabilities.org/losangeles. Los Angeles, October 15-17, 2021. Icons of Facebook, Twitter, and Instagram with the handle @reelabilitiesla.

FACEBOOK HEADER



[DOWNLOAD HERE**](#)**

Alt-text: Advertisement of the film festival. Left to right: Disability is Diversity, ReelAbilities Virtual Film Festival. The ad is laid out on an orange background with purple and white polka dots. To the right of the image is the following information; Los Angeles October 15-17, 2021. Icons of Facebook, Twitter, and Instagram with the handle @reelabilitiesla. Below is the logo of the city of Los Angeles, Department on Disability.

SQUARE



[DOWNLOAD HERE**](#)**

Alt-text: Advertisement of the film festival. Left to right: Disability is Diversity, ReelAbilities Virtual Film Festival. The ad is laid out on purple and orange graphics of iconic landmarks of Los Angeles. City Hall is in the middle, surrounded by mountains and landmarks (Disneyhall, Griffith Park Observatory, Hollywood walk of fame, and Capitol Records). To the right of the image is the following information; Los Angeles October 15-17, 2021. Icons of Facebook, Twitter, and Instagram with the handle @reelabilitiesla.

FACEBOOK HEADER



[DOWNLOAD HERE**](#)**

Alt-text: Advertisement of the film festival. Left to right: Disability is Diversity, ReelAbilities Virtual Film Festival. The ad is laid out on purple and orange graphics of iconic landmarks of Los Angeles. City Hall is placed on the left-hand corner, surrounded by mountains and palm trees. To the right of the image is the following information; Los Angeles October 15-17, 2021. Icons of Facebook, Twitter, and Instagram with the handle @reelabilitiesla. Below is the logo of the city of Los Angeles, Department on Disability.

TEASER - VIDEO



[DOWNLOAD HERE**](#)**

Alt-text: The teaser contains clips and stills from different trailers and films presented at this year's ReelAbilities LA 2021. Movies will be screening virtually from October 15-17, 2021. For more information, visit the link reelabilities.org/losangeles. Social media handles for Facebook, Twitter, and Instagram are @reelabilitiesla

TRAILER - VIDEO



[DOWNLOAD HERE**](#)**

The trailer contains clips from different trailers from ReelAbilities LA 2021. Movies will be screening virtually from October 15-17, 2021. All films will include audio descriptions and closed captioning. Panels and schmooze rooms will include sight language interpreting and real-time captioning. Hosted by the City of Los Angeles, Department on Disability. For more information, visit the link reelabilities.org/losangeles. Social media handles for Facebook, Twitter, and Instagram are @reelabilitiesla