TIPS ON HOW TO COMMUNICATE ON A SCREENING

1. Before the Event

On Facebook

- **Create an event on Facebook:** You'll find the material you need in the Communication Kit. Be sure to mention the name of the city in the title, so that the event is easy to find for people in that area. For example : "A Quest for Meaning Film Event – London/Amsterdam". If there are several organizers coordinating the event, be sure to add the appropriate number of co-coordinators, whether they are Facebook Pages (in the case of partner associations, for example) or individuals.

- **Add the Facebook event to your personal account so that it appears on the « Screenings » page** of the A Quest for Meaning website. This will ensure that your event is seen by as many people as possible and will allow participants keep up with any changes in the event details.

- **Do some storytelling around the screening:** Give info on the different activities that you've planned, present the facilitators and the speakers you may have invited for the discussion after the film, publish links for articles on different subjects related to the film, etc. You could also post videos produced by A Quest for Meaning (the video clips from the Youtube channel, for example, or the film trailer) or include a description on how the preparation for the event is going.

- **Share posts** from the A Quest for Meaning Facebook page on your event when relevant.

- **Reach out to your network** of friends and family, neighbours, colleagues, activists, or local associations...and invite them to your Facebook event ☺

- If you are a member of a local organization, be sure to publish the event on the association's social media and to mention your Facebook page. If you are a group of friends, you can do this on your personal social media accounts.

On Twitter

- **Post a tweet 1 month before the event and a reminder 10 days before + another reminder 5 days before**. Include a short description of the event and a hashtag. Remember to shorten the Facebook event's URL link in the tweet.

- **Tag the speakers and event facilitators,** as well as other prominent community members, to encourage them to share the info.

- Mention the @aquest4meaning Twitter account so that we can retweet your post.

2. During the Event

On Facebook:

Post a photo of the movie theatre or event hall just before the event is about to begin, as the spectators are being seated and/or during the first part of the animation.

On Twitter:

You can tweet during the screening and especially during the discussion afterwards. If you like, you can even encourage the spectators to tweet about their impressions on the film, their opinions, etc. once the film is over.

The 7 Keys to Doing the Perfect AQFM Tweet

1. Use the hashtag #AQFM
2. Mention the accounts of the event facilitators or ambassadors, and other influential people or personalities involved in the event.
3. Send out regular tweets during the event: ideally, one every 10 minutes, before and after the film (not during the screening).
4. Keep your tweets simple and short, and mention people's reactions to the film ("Amazing!", "Full of optimism, a breath of fresh air, thank you!", "I'm going to start my own internal revolution right away"...).
5. Be sure to post photos or short videos in your tweets.
6. Don't forget to chat with the other Twitter-users at the event (spectators or others).
7. Make sure to thank the spectators, facilitators and other participants at the end of the event!

3. After the Event:

Collect the photos, feedback, etc. from the evening and share them:

- Put up a photo album on Facebook along with a short description, or post a tweet with a photograph.

- If you had planned a special workshop, or if your showing was part of a much bigger event (a "Zero Waste" Festival, for example), be sure to post pictures and maybe a short description of the various discussions and debates that took place.

- If you have a website or a blog, put up a short description of the event and a few photos, and post a tweet with the link to the article.

- Send us your pictures along with the comments people made during the showing and after the event!

Thank you and have a great adventure! ☺