



## Social Media Toolkit

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Want to help us spread the word about the upcoming Film Festival? Below are sample posts and assets you can share on your social media channels to spread the word about the festival!

### Important Hashtags, Handles, and URLs

- Film Festival hashtag: [#AAFilmFest](#)
  - Film Festival website: <https://aafilmfest.si.edu>
  - NMAAHC Facebook: <https://www.facebook.com/NMAAHC/>
  - NMAAHC Twitter: <https://twitter.com/NMAAHC>
  - NMAAHC Instagram: <https://www.instagram.com/nmaahc/>
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### Sample Tweets

- More than 80 films will be shown at the first-ever Smithsonian African American Film Festival at @NMAAHC! Find out more about all the films here: <https://aafilmfest.si.edu/discover/films> #AAFilmFest
- Looking forward to the first-ever Smithsonian African American Film Festival at @NMAAHC! Find out more here, and get your ticket: <https://aafilmfest.si.edu/> #AAFilmFest
- From October 24-27, @NMAAHC is hosting the first-ever Smithsonian African American Film Festival, where nearly 80 films will be screened! Find out more here, and get your ticket: <https://aafilmfest.si.edu/> #AAFilmFest
- @NMAAHC is celebrating African American culture through film at the first-ever Smithsonian African American Film Festival. Learn more about the films that will be screened, and make sure

to get your tickets! #AAFilmFest <https://aafilmfest.si.edu/>

- Cinema. History. Culture. All coming together at the first-ever Smithsonian African American Film Festival presented by @NMAAHC. Find out more here, and get your tickets today: <https://aafilmfest.si.edu/> #AAFilmFest
- At the first-ever Smithsonian African American Film Festival (presented by @NMAAHC), see historic films alongside contemporary works by emerging and veteran filmmakers, including @BarryJenkins, @JulieDash, @koolboblove, and @adeperoOduye: <https://aafilmfest.si.edu/discover/films> #AAFilmFest
- Come out and watch more than 80 historic and contemporary films that celebrate African American culture, at the first-ever Smithsonian African American Film Festival presented by @NMAAHC! Get your tickets today: <https://aafilmfest.si.edu/> #AAFilmFest
- I've got my tickets to the Smithsonian African American Film Festival! Make sure to get yours before they're sold out: <https://aafilmfest.si.edu/tickets> #AAFilmFest

*NMAAHC and partner tweets to retweet:*

- General Film Fest promotion
    - <https://twitter.com/NMAAHC/status/1032666708455157760>
    - <https://twitter.com/NMAAHC/status/1006934152799772674>
    - <https://twitter.com/NMAAHC/status/1047113777643163648>
  - “Black Panther” costume display
    - <https://twitter.com/NMAAHC/status/1048565907134582785>
  - Netflix partnership + “QUINCY” screening
    - <https://twitter.com/strongblacklead/status/1042132934059323393>
  - “If Beale Street Could Talk” film screening
    - <https://twitter.com/NMAAHC/status/1050470063432716288>
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## Sample Facebook Posts

- More than 80 films will be shown at the first-ever Smithsonian African American Film Festival, presented by the [Smithsonian National Museum of African American History and Culture](#).  
  
Find out more about the festival here, and get your tickets today: [aafilmfest.si.edu/](https://aafilmfest.si.edu/) #AAFilmFest
- The [Smithsonian National Museum of African American History and Culture](#) is celebrating African American culture through film at the first-ever Smithsonian African American Film Festival.

Learn more about the films that will be screened, and get your tickets while they're available!  
#AAFilmFest <https://aafilmfest.si.edu/>

- I've got my tickets to the Smithsonian African American Film Festival! Make sure to get yours before they're sold out: <https://aafilmfest.si.edu/tickets> #AAFilmFest

NMAAHC posts to share:

- <https://www.facebook.com/NMAAHC/videos/261831231206948/>

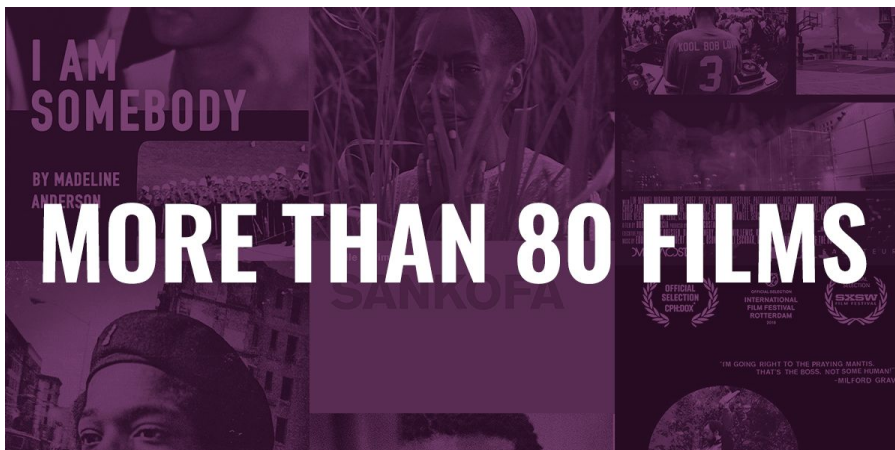
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## Sample Instagram Posts

- More than 80 films will be shown at the first-ever Smithsonian African American Film Festival, presented by @nmaahc. Find out more about the festival (and get your tickets today) at [aafilmfest.si.edu](https://aafilmfest.si.edu). #AAFilmFest
- @nmaahc is celebrating African American culture through film at the first-ever Smithsonian African American Film Festival! Learn more about the films that will be screened, and get your tickets while they're available at [aafilmfest.si.edu](https://aafilmfest.si.edu). #AAFilmFest
- I've got my tickets to the Smithsonian African American Film Festival, presented by @nmaahc! Make sure to get yours before they're sold out: [aafilmfest.si.edu/tickets](https://aafilmfest.si.edu/tickets) #AAFilmFest

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## Visual Assets



[\[\[DOWNLOAD 2x1 GIF\]\]](#)  
[\[\[DOWNLOAD SQUARE GIF\]\]](#)



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