Gathr Social Media Toolkit
Social media is an excellent tool for reaching your community and rallying people to attend your screening of *The Wanted 18*. Whether you are already a Gathr Movie Captain or simply an enthusiastic supporter, you can use the sample Twitter and Facebook posts below to promote your local event.

We have also provided sample email templates for connecting with your friends, family and other people in your community who may be interested in attending your screening of *The Wanted 18*.

* If you have any questions about the content in this toolkit or would like additional support promoting your screening, please contact: gathr@justvision.org.
Sample Facebook Posts

1. *The Wanted 18* is coming to a theater near you! Buy tickets for my Gathr screening of this remarkable story of nonviolent resistance during the First Intifada [insert personal screening link]

2. I am organizing a screening of *The Wanted 18* in [insert town]. Watch the trailer for this amazing documentary about nonviolent resistance during the First Intifada and reserve your tickets at [insert personal screening link]. We need [insert number of people] to make the screening happen! [insert trailer link: https://www.youtube.com/watch?v=hlKZ8daLtOo]

3. Help me bring *The Wanted 18* to [insert town]. Humorous and thought-provoking, *The Wanted 18* shows the power of mass mobilization and nonviolent resistance during the First Intifada. Reserve your ticket at [insert personal screening link]

4. We only need [insert number of people] to confirm our screening of *The Wanted 18*! Please book your ticket today to help us bring this remarkable story to [insert town]. Insert personal screening link.

Sample Tweets (Note: After adding your town and screening link, you may need to adjust tweets to meet the 140 character limit.)

1. See #TheWanted18, a remarkable story of nonviolent resistance during the First Intifada. Tix for [insert town] at [insert personal screening link]

2. I am hosting a screening of #TheWanted18, a doc film about nonviolent Palestinian resistance, in [insert town]. Get tickets at [insert link]

3. Want to see #TheWanted18 in [insert town]? We need [insert number of people] to buy tickets to make the screening happen! [insert link]

4. We only need [insert number of people] to bring #TheWanted18 to [insert city]! Buy tickets now [insert link].

5. Only [insert days] left to reserve your ticket for remarkable doc film #TheWanted18 in [insert town]. Buy tickets at [insert link]
Dear [enter first name],

I would like to invite you to take part in a unique and exciting campaign to bring The Wanted 18 to a theater in [insert town]. This award-winning documentary film brings to life a remarkable story of nonviolent resistance during the First Intifada in Palestine.

The film has already screened at film festivals around the globe, and we have the opportunity to show the film here in [insert town] through the platform Gathr, a Theatrical On Demand film distribution service. The challenge is -- we have to get enough people to reserve tickets before the screening is confirmed.

Please help me bring this important story to our community by reserving a ticket today [hyperlink to screening page] and spreading the word among your friends and family!

Let me know if you have any questions about the screening or want to get involved in organizing.

With gratitude,

[insert name]
Follow-up Promotion Email

Dear [enter first name],

So far, we have received a wonderful response from people interested in bringing *The Wanted 18* to [insert town]. Thank you to everyone who has already reserved their tickets!

Before the screening is confirmed, we still need [insert number of people] to book their tickets by [insert date].

Please reserve your ticket today and you will help this important story reach our community and spark a conversation about the power of mass mobilization and nation-building from the bottom up, by the people not the politicians.

If you should have any questions or concerns, please do not hesitate to reach out!

Best wishes,

[insert name]
Using photos or other visuals is a great way to grab people’s attention on social media or through email. Consider including one of the following in your posts on Twitter and Facebook, or in your email blasts: Trailer | Poster | Photos

You can also download and use our social media tiles in your promotion for the screening. **Don’t forget to include a link to your personal screening page** and specific information about the time, date and location of your event.

**Use for Twitter:**

![Twitter Image 1](image1)
![Twitter Image 2](image2)

**Use for Facebook:**

![Facebook Image 1](image3)
![Facebook Image 2](image4)

**Download all promo materials.**
In the award-winning documentary *The Wanted 18*, directors Amer Shomali and Paul Cowan bring to life a remarkable story of nonviolent resistance in the Occupied Palestinian Territories.

It’s 1987 and the Israeli army is in hot pursuit of eighteen dairy cows in the West Bank town of Beit Sahour. The cows are declared a threat to Israel’s national security after a group of Palestinians begins producing milk for the town’s residents.

Humorous and thought-provoking, *The Wanted 18* shows the power of mass mobilization and popular resistance to the Israeli Occupation during the First Intifada – an era too-often simplistically depicted with stone-throwing Palestinian youth facing armed soldiers. This is a poignant film about nation-building from the bottom up, by the people not the politicians.

Following its world premiere at the Toronto International Film Festival, *The Wanted 18* was called “Mind-opening” by *Variety* and *The Hollywood Reporter* said it was "An unexpectedly humorous account." It has since been received with acclaim by audiences and critics alike, from film festivals in Abu Dhabi and New York to movie theaters across the U.S..

About Just Vision

Just Vision highlights the power and potential of Palestinians and Israelis working to end the occupation and build a future of freedom, dignity and equality using nonviolent means.

We drive attention to compelling local role models in unarmed movement-building and demonstrate to journalists, community leaders, public intellectuals and students what is possible when leaders at the grassroots choose to act.

We tell their stories through award-winning films, digital media and targeted public education campaigns that undermine stereotypes, inspire commitment and galvanize action.