

Breaking Social

SOCIAL MEDIA TOOLKIT

HELP US SPREAD THE WORD ABOUT BREAKING SOCIAL

FILM SYNOPSIS

All societies are based on the idea of a social contract. We work, study, pay taxes - diligence and hard work should be rewarded, but this is rarely the case. BREAKING SOCIAL, the latest film by Fredrik Gertten, the guy who made Push, Bikes vs Cars and Bananas, examines the global pattern of kleptocracy and extractivism, but also finds hope on the path.

A way beyond cynicism and despair.

From WG Film and award-winning director Fredrik Gertten

SOCIAL ACCOUNTS + HASHTAGS

- **Hashtag:** #BreakingSocial
#CanWeAffordTheRich
- **Instagram:** @breakingsocialfilm;
@fredrikgertten; @wgfilm
- **Twitter:** @breakingsocial1;
@FredrikGertten; @wgfilm
- **Facebook:** @breakingsocial;
@wgfilm

BREAKING SOCIAL Website: www.breakingsocialfilm.com

BREAKING SOCIAL Trailer: <http://bitly.ws/Bn3R>

BREAKING SOCIAL Promotional Assets: [shareable images in different formats for IG, IG story, Twitter, FB, etc.](#)

SUGGESTED INSTAGRAM STORY POSTS

(files to share can be found here: [trailer](#) and [image/graphic](#))

- New documentary #BreakingSocial asks, #CanWeAffordTheRich ?
Support the #Kickstarter campaign here → <http://bitly.ws/Bn2m>
@breakingsocialfilm
@fredrikgertten
@wgfilm
@kickstarter
- The #Kickstarter campaign for Fredrik Gertten's new doc #BreakingSocial is now live.
Check it out here → <http://bitly.ws/Bn2m>
@breakingsocialfilm
@fredrikgertten
@wgfilm
@kickstarter
- A resounding success! Breaking Social had its Swedish premiere on August 11th and thousands of people attended sold-out screenings across the country. Multiple Q&A sessions with our director @fredrikgertten, as well as panel discussions, have spurred important conversations in different environments. Check our next screenings here → [SCREENINGS — Breaking Social \(breakingsocialfilm.com\)](http://breakingsocialfilm.com)
@breakingsocialfilm
@fredrikgertten
@wgfilm

SUGGESTED INSTAGRAM GRID POSTS

(files to share can be found here: [trailer](#) and [image/graphic](#))

- All societies are based on the idea of a social contract. We work, study, pay taxes - diligence and hard work should be rewarded, but this is rarely the case. @BreakingSocialFilm, a new film from award-winning filmmaker @fredrikgertten and @wgfilm, examines the global pattern of kleptocracy and extractivism, but also finds hope on the path. A way beyond cynicism and despair.
- We want to express our gratitude to everyone who has supported us! Throughout six weeks, our sold-out screenings across the nation drew in over 7,250 attendees. Director Fredrik Gertten's Q&A sessions and panel discussions sparked meaningful conversations from coast to coast. We're not merely creating a film; we're igniting a global dialogue about the kind of society we aspire to create! You can still donate and support us: [SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](http://breakingsocialfilm.com)

#fredrikgertten #wgfilm #canweaffordtherich #breakingsocialfilm
#supportbreakingsocial

TRAILER:

- Check out the trailer for @breakingsocialfilm, from award-winning director @fredrikgertten and @wgfilm and then, support us here → [_SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](https://www.breakingsocialfilm.com/support-us)

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<https://vimeo.com/799437942>

#breakingsocial #canweaffordtherich #fredrikgertten #wgfilm #Kickstarter

SUGGESTED TWEETS

- Support the @kickstarter for @breakingsocialfilm, from @wgfilm & director @FredrikGertten, and help facilitate a global convo around a severely broken social contract & those fighting to fix it. Become a backer here → [_SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](https://www.breakingsocialfilm.com/support-us) #breakingsocial
- #CanWeAffordTheRich ? If you don't think so either, let's talk! Support @breakingsocialfilm from @wgfilm & @FredrikGertten, which examines the global pattern of #kleptocracy and #extractivism. Become a supporter here → [_SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](https://www.breakingsocialfilm.com/support-us) #breakingsocial
- New @FredrikGertten doc @breakingsocialfilm explores a severely broken social contract & the individuals & groups fighting to fix it. Support us here → [_SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](https://www.breakingsocialfilm.com/support-us) #breakingsocial
- We work, study, pay taxes - diligence & hard work should be rewarded, but this is rarely the case. @FredrikGertten doc @breakingsocialfilm explores a severely broken social contract & those fighting to fix it. Watch the trailer --> <https://vimeo.com/799437942> #breakingsocial

SUGGESTED FACEBOOK POSTS

(Trailer can be downloaded [here](https://vimeo.com/799437942)):

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- The @BreakingSocial team launched their @Kickstarter campaign to help raise funds for an impact campaign that can help facilitate a global conversation around a severely broken social contract and the individuals and groups fighting to fix it, and IT WAS A SUCCESS! You can still support us here → [SUPPORT US — Breaking Social \(breakingsocialfilm.com\)](https://www.breakingsocialfilm.com/support-us)

TRAILER:

- Check out the trailer for @breakingsocial, from award-winning director @fredrikgertten and @wgfilm and then, back their Kickstarter campaign here → <http://bitly.ws/Bn2m>

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SUGGESTED NEWSLETTER BLURB

All societies are based on the idea of a social contract. We work, study, pay taxes - diligence and hard work should be rewarded, but this is rarely the case. Breaking Social, a new film from WG Film and award-winning filmmaker Fredrik Gertten (Bikes vs Cars, PUSH, Bananas!), examines the global pattern of kleptocracy and extractivism, but also finds hope on the path. A way beyond cynicism and despair.*

On March 14th, the Breaking Social team launched a Kickstarter campaign to help raise funds for an impact campaign, so that they can help facilitate a global conversation around a

severely broken social contract and the individuals and groups fighting to fix it. You can learn more about the campaign here.

Back the Kickstarter campaign: <http://bitly.ws/Bn2m>

Learn more about the film: www.breakingsocialfilm.com

Watch and share the trailer: <https://vimeo.com/799437942>

Watch and share the Kickstarter video: <http://bitly.ws/BiV7>

Watch and share the Kickstarter video short: <http://bitly.ws/Bn2w>

How can you support: <http://bitly.ws/BDE6>

Check out the Social Media Toolkit to help spread the word: <http://bitly.ws/Bn3H>

And follow Breaking Social on [Instagram](#), [Facebook](#), and [Twitter](#)

