SOCIAL TOOLKIT
GLOBAL MOVIE DAY

ABOUT: The Academy of Motion Picture Arts and Sciences is celebrating the second annual Global Movie Day (established by AMPAS), on **February 13, 2021 as the official kickoff to the 93rd Oscars season!**

Global Movie Day is held on the second Saturday of February every year, to celebrate the power movies have to reach, connect and inspire people around the world.

THE ASK: Create your own custom content or download the graphics below based on which platform you plan to post to. Please be sure to use **#GlobalMovieDay and #Oscars** in your posts and tag **@TheAcademy**.

- Facebook - @TheAcademy
- Twitter - @TheAcademy
- Instagram - @TheAcademy
- LinkedIn - Academy of Motion Picture Arts and Sciences

WHEN: Share to your social channels throughout the day on **Saturday, February 13**

CREATIVE (SELECT TO DOWNLOAD AND POST)

- Twitter
- Facebook/Instagram/LinkedIn
- Instagram & Facebook Story

SAMPLE COPY: Here are a few examples of copy paired with the above creative assets. Please feel free to adapt and make your own!

POST COPY OPTIONS FOR 2/13

CTA 1 (Global Movie Day graphic)
"Today is #GlobalMovieDay! We're watching [your answer]!

CTA 2 (What's the first film you ever saw at a movie theater?)
"I saw _____ at _____ when I was ____. What about you? #GlobalMovieDay"

CTA 3 (What's your ultimate guilty pleasure film?)
"Our pick is _____. But we don't feel guilty about that. #GlobalMovieDay"

CTA 4 (The movie that made me fall in love with film was _____)
"Seeing _____ on the big screen turned me into a cinephile. What about you? #GlobalMovieDay"

CTA 5 (What's the one movie everybody in your family can agree on?)
"_____ is a time-honored classic in our house. #GlobalMovieDay"

CTA 6 (What do you miss about watching movies in a theater?)
"We miss the popcorn. What about you? #GlobalMovieDay"