

AMERICAN FACTORY 美国工厂
PARTNER SOCIAL MEDIA TOOLKIT

AMERICAN FACTORY 美国工厂, the new film from Academy Award®-nominated directors Steven Bognar and Julia Reichert, documents the revitalization of one long-shuttered factory in Dayton, Ohio, while providing a startling glimpse into the economic overhaul happening in towns and cities across the country — and the world.

Use the tools below to encourage your social networks to spark a discussion in their communities about the future of work by hosting a screening of the film. Be sure to tag @Participant and the hashtag #AmericanFactory so that we can support your posts and keep the conversation going!

HASHTAG

#AmericanFactory

URL

www.americanfactoryfilm.com

FOLLOW & TAG

American Factory Film

Twitter: [@AFactoryFilm](https://twitter.com/AFactoryFilm)

Participant Media

Twitter: [@participant](https://twitter.com/participant)

Instagram: [@participant](https://www.instagram.com/participant)

Facebook: [ParticipantMedia](https://www.facebook.com/ParticipantMedia)

Netflix

Twitter: [@Netflix](https://twitter.com/Netflix)

Instagram: [@Netflix](https://www.instagram.com/Netflix)

Facebook: [Netflix](https://www.facebook.com/Netflix)




OFFICIAL TRAILER

Link to Trailer: <https://www.youtube.com/watch?v=m36QeKOJ2Fc>

Share on Facebook: <https://www.facebook.com/ParticipantMedia/videos/419390955339069/>

Share on Twitter: <https://twitter.com/Participant/status/1161319640556949504?s=20>

DOWNLOAD GRAPHICS & VIDEO

STAT GRAPHIC	OFFICIAL TRAILER	FILM STILL
 <p>Employees who feel their voice is heard are</p> <p>4.6</p> <p>times more likely to feel empowered to perform their best work.</p> <p>— FORBES #AMERICANFACTORY</p>	 <p>NETFLIX</p> <p>"ONE OF THE MOST FASCINATING AMERICAN DOCUMENTARIES RELEASED THIS DECADE."</p> <p>CINEMA SCOPE</p>	
<p>[DOWNLOAD HERE]</p>	<p>[DOWNLOAD HERE]</p>	<p>[DOWNLOAD HERE]</p>

SAMPLE SOCIAL POST COPY

CAMPAIGN LAUNCH - THURSDAY, AUGUST 29

TWITTER / INSTAGRAM

- Work should work for everyone. While #AmericanFactory tells the story of one community's experience, people everywhere are facing challenges with work as we know it. Change starts with a conversation. Join in at americanfactoryfilm.com.
- The #futureofwork is now, and it's time to put the focus back on workers. Host a watch party and discussion for #AmericanFactory in your community, and help lay the groundwork to make every job a good job at americanfactoryfilm.com.
- A fairer #futureofwork relies on the voices and contributions of all workers — not just the few at the top. Use #AmericanFactory to spark a conversation in your community about a better future for everyone at americanfactoryfilm.com.
- #AmericanFactory is a powerful look into the changing world of work told through one Midwest town, but the issues in the film are being faced by workers everywhere. Join the conversation to ensure a future of improved work for all at americanfactoryfilm.com.

FACEBOOK

- Work should work for everyone. While American Factory tells the story of one community's experience, people everywhere are facing challenges with work as we know it. Change starts with a conversation. Join in at americanfactoryfilm.com.
- The future of work is now, and it's time to put the focus back on workers. Host a watch party and discussion for American Factory in your community, and help lay the groundwork to make every job a good job at americanfactoryfilm.com.
- A fairer future of work relies on the voices and contributions of all workers — not just the few at the top. Use American Factory to spark a conversation in your community about a better future for everyone at americanfactoryfilm.com.
- American Factory is a powerful look into the changing world of work told through one Midwest town, but the issues in the film are being faced by workers everywhere. Join the conversation to ensure a future of improved work for all at americanfactoryfilm.com.

LABOR DAY - MONDAY, SEPTEMBER 2

TWITTER / INSTAGRAM

- #AmericanFactory reminds us that all working people deserve a voice, now more than ever. This #LaborDay, let's come together for a conversation about a better future of work — because

work should work for everyone: americanfactoryfilm.com.

- #AmericanFactory reveals the challenges and triumphs of working people, giving a voice to communities who rarely have their stories told. This #LaborDay, watch the film and join the conversation about building a future of work that works for all of us. → americanfactoryfilm.com

FACEBOOK

- American Factory reminds us that all working people deserve a voice, now more than ever. This Labor Day, let's come together for a conversation about a better future of work — because work should work for everyone: americanfactoryfilm.com.
- #AmericanFactory reveals the challenges and triumphs of working people everywhere, giving a voice to communities who rarely have their stories told. This #LaborDay, join the conversation about building a future of work that works for all of us. → americanfactoryfilm.com.