

AMERICAN FACTORY 美国工厂
WATCH PARTY 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 host a watch party for the film — or promote your own! 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: [Participant Media](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 POSTS

HOST A WATCH PARTY: *Use the messaging below to encourage your social networks to host an American Factory 美国工厂 Watch Party!*

TWITTER / INSTAGRAM

- #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.
- The #futureofwork is now, and it's time to put the focus back on workers. By hosting a watch party and discussion for #AmericanFactory in your community, you can help lay the groundwork to make every job a good job at americanfactoryfilm.com.

FACEBOOK

- 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.
- The future of work is now, and it's time to put the focus back on workers. By hosting a watch party and discussion for American Factory in your community, you can help lay the groundwork to make every job a good job at americanfactoryfilm.com.

PROMOTE YOUR WATCH PARTY : *Are you or your organization hosting an American Factory 美国工厂 Watch Party? Use the sample messaging below to promote your event.*

TWITTER / INSTAGRAM

- I'm hosting a watch party for #AmericanFactory, a powerful new documentary that reveals the challenges that countless working-class Americans face every day. Join me at [\[Insert Event Details\]](#) — together, we can build a better #futureofwork for everyone.
- To shape a better #futureofwork, everyone needs a seat at the table. On [\[Event Date\]](#), we're hosting a watch party of the new @Participant and @Netflix documentary #AmericanFactory. Join us for an important discussion & let your voice be heard: [\[Insert Event Details\]](#)

FACEBOOK

- I'm hosting a watch party for American Factory, a powerful new documentary that reveals the challenges that countless working-class Americans face every day. Join me at [\[Insert Event Details\]](#) — together, we can build a future of work for everyone.
- To shape a fairer future of work, everyone needs a seat at the table. On [\[Event Date\]](#), I'm hosting a watch party of the new @ParticipantMedia and @Netflix documentary American Factory. Join me for an important discussion and let your voice be heard: [\[Insert Event Details\]](#)