

TIPS FOR PROMOTING YOUR COMMUNITY SCREENING OF BACKTRACK BOYS

Use the materials in this dropbox folder to:

Write an email “invitation”

Ask family, friends and colleagues to forward the invitation to their networks. Contact local groups and organisations and ask them to forward the invitation to their own mailing lists.

Print and distribute posters and flyers:

print the poster or flyer template in the Dropbox folder and fill in your event details in the blank box. Put posters and flyers in cafes, libraries, convenience stores, local gym etc etc

Use the press release:

Let your local newspaper and radio station know that you will be hosting a screening - they might be able to help you promote the event, or otherwise they may be able to attend the event and cover it as a local news story. Remind journalists the morning before your event.

Tell Us!

Don't forget to tell our team that your event is happening! Email us: at info@backtrackboys.com with your event details, and we will list it on www.backtrackboys.com and on our Facebook (ask us to co-host the event using the button on FB)

Send Reminders

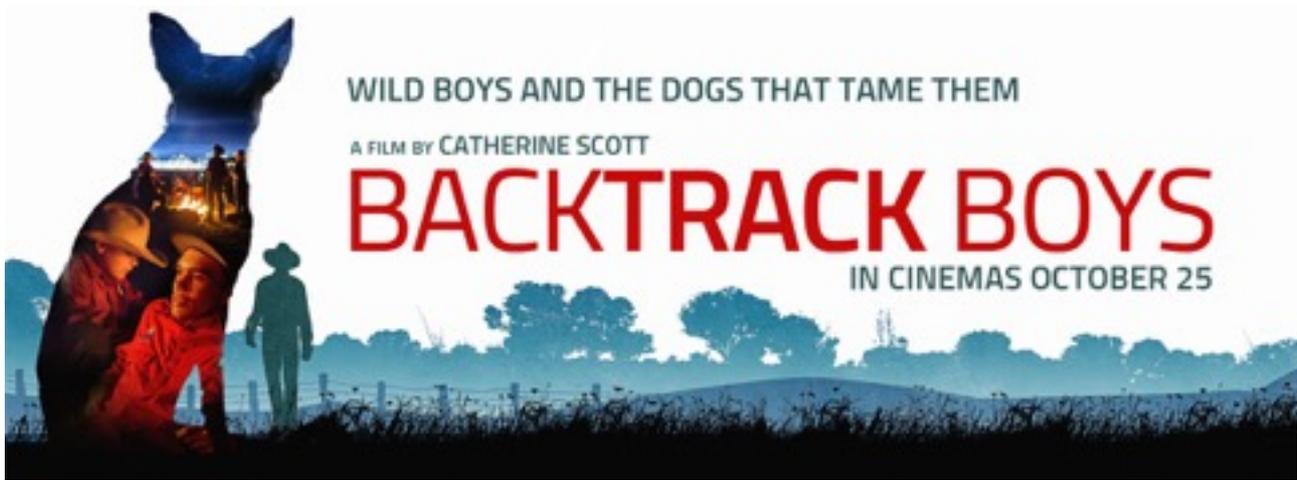
Remember to send a reminder email or message a week before and a day before the event to everyone you've invited.

Take Photos

Make sure you take photos at your event and share them on social media, or in your newsletter. You will probably be busy running the program so consider nominating a team member as the photographer for the night.

Tag us

We'd love you to share your photos with us so that we can showcase your event through the Backtrack Boys social media channels – please tag us on Facebook @BacktrackBoys Twitter @BacktrackDoc and Instagram @BacktrackBoysFilm #BacktrackBoys or send your photos to info@backtrackboys.com



Social Media Marketing (See also Social Media Kit)

Firstly please like our Social Media pages - go to these by clicking the links below.

We have FB, Insta and Twitter pages and a YouTube Channel.

You can share any of our posts to your pages to help you promote your screenings and also share the videos you can watch on our YouTube channel.

FB [@BacktrackBoys](https://www.facebook.com/BacktrackBoys/?ref=bookmarks) <https://www.facebook.com/BacktrackBoys/?ref=bookmarks>

INSTA [@BacktrackBoysFilm](https://www.instagram.com/backtrackboysfilm/) <https://www.instagram.com/backtrackboysfilm/>

TWITTER [@BacktrackDoc](https://twitter.com/BacktrackDoc) <https://twitter.com/BacktrackDoc>

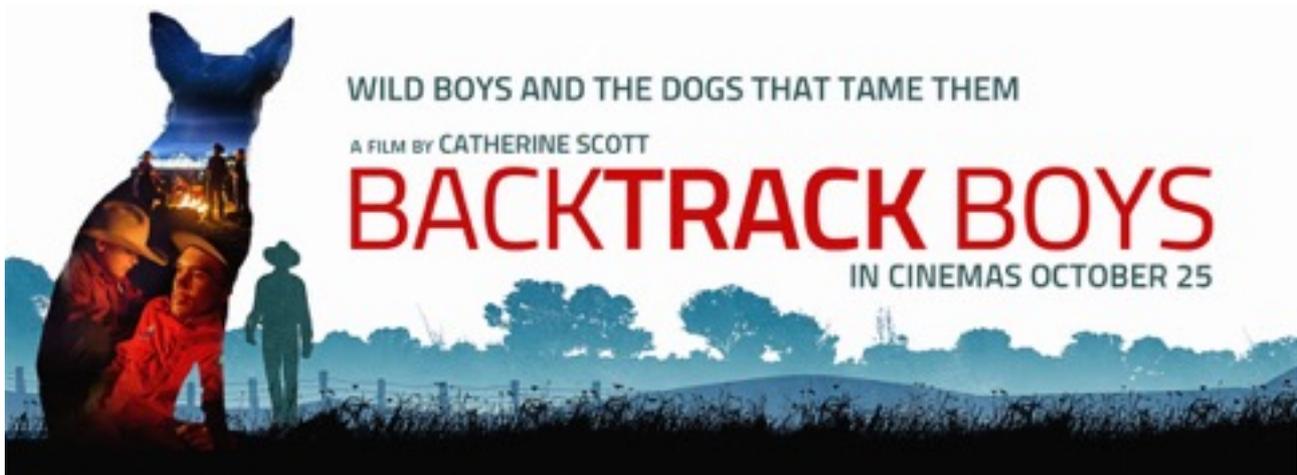
YOUTUBE https://www.youtube.com/channel/UCenH8DI6CqDByDTUCbQLi8g?view_as=subscriber

ALWAYS USE THIS # - WE CAN THEN HELP FIND YOUR POSTS

#BacktrackBoys

Here are a few tips for your social media marketing:

- Make sure you use the graphics we have supplied you in the Dropbox
- Image-based posts perform better on social media than text-heavy posts.
- Video posts perform the best of all, so be sure to share the trailer .
- **Share the trailer on YouTube:** <https://youtu.be/AlynTykYF-Y>
- **Tweet @BacktrackDoc** <https://twitter.com/BacktrackDoc> (e.g use #backtrackdoc #backtrackboys, #backtrackyouthworks,) and include @Backtrackboys-Doc and @backtrackyouthworks to further your online reach. We will retweet and help you spread the word.



How to tag and #

NB. it is very helpful to tag the film and other organisations when you are posting on social media so that they can see what you have posted and share it on their pages too!

Please see below for a guide on how to tag on Facebook and Twitter.

Facebook:

You can tag people or pages on Facebook by preceding their name with the @ symbol. This will turn the name into a link, that people who see your post can click. It can also help to share your posts and event to different networks.

@BacktrackBoys
@BacktrackYouthWorks
@DocumentaryAustralia

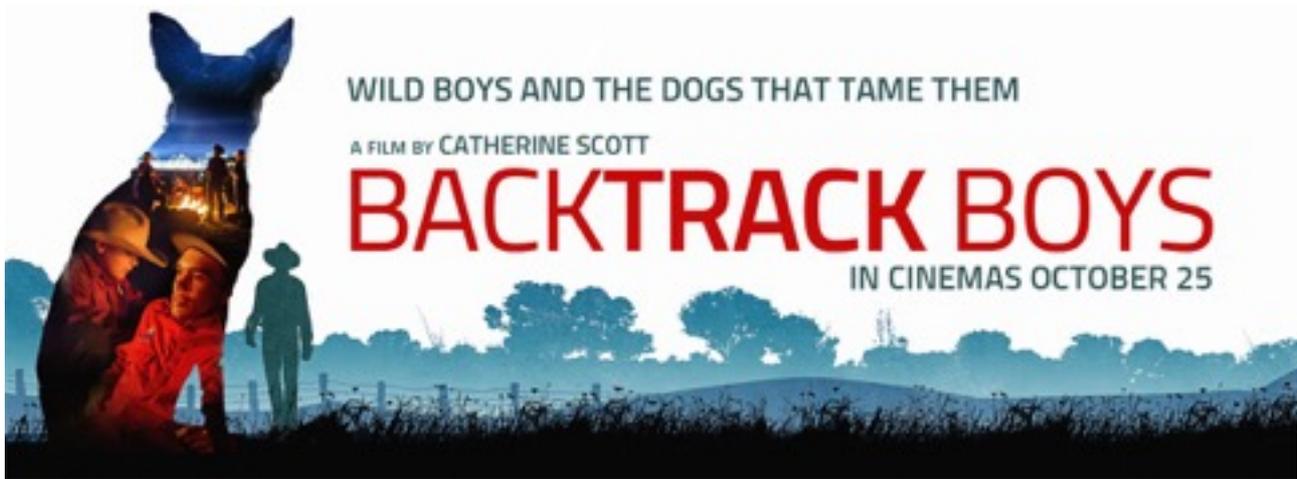
Twitter:

You tag people on twitter by preceding their Twitter name it the @ symbol. This is the same as Facebook, but when you tag them, their name stays the same rather than turning into a link.

@BacktrackDoc @BacktrackYouthWorks

ALWAYS USE THIS # - WE CAN THEN HELP FIND YOUR POSTS

#BacktrackBoys



Set up a Facebook event:

For the description (see below).

Please invite us to co-host on your FB event page.

Also email us at info@backtrackboys.com we can also list the Facebook event on the Backtrack Boys Facebook page.

Sample Facebook Event Description:

We are excited to host this special screening of Backtrack Boys at XXXXX that has scooped the Audience Awards for Best Documentary at the Sydney, Melbourne and Canberra Film Festivals!

A group of troubled boys are on a perilous course toward jail until they meet up with a free-wheeling jackaroo, Bernie Shakeshaft, and hit the road with his legendary dog jumping team. This inspiring coming of age story follows the boys as they strive to turn their lives around - and the dogs that help tame their wild ways.

[The screening will be followed by a Q&A / Discussion and Drinks in the Bar]
Suitable for Adults (contains heavy coarse language).

WATCH TRAILER HERE <https://youtu.be/AlynTykYF-Y>

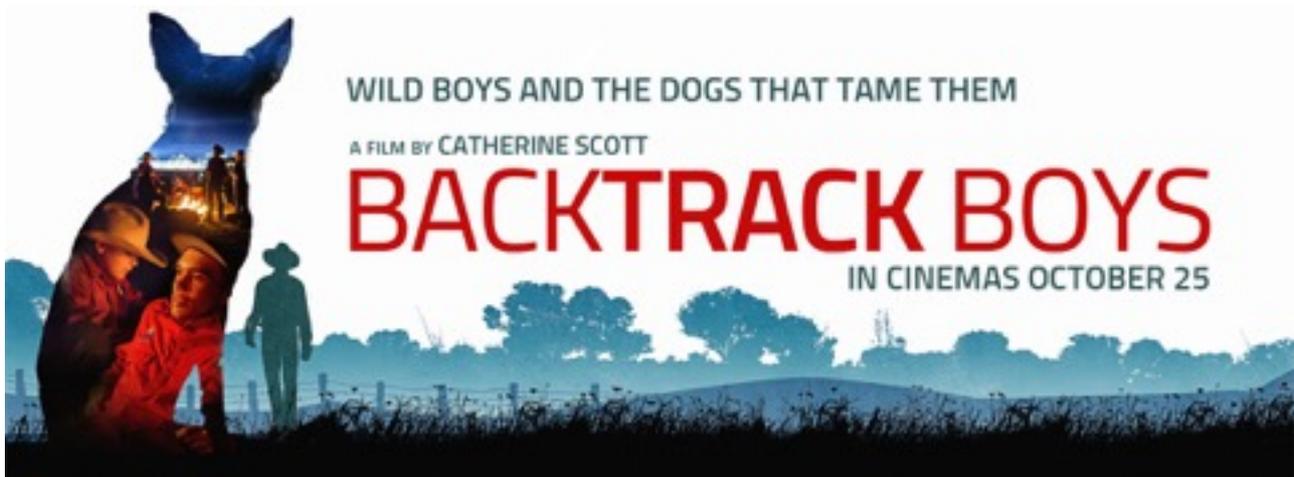
DATE & TIME: ADD THIS TO THE FB EVENT

VENUE: ADD CO-HOST OF VENUE AND ADDRESS

TICKETS WEBSITE AND COST: (if applicable)

EXTRAS: tell people if you are providing food/drinks, if there will be a guest speaker or a Q&A

REMEMBER TO ADD BACKTRACK BOYS FB PAGE AS A CO-HOST



EMAIL INVITATION TO COMMUNITY SCREENING

You're invited to attend a special screening of the new award-winning Australian documentary, Backtrack Boys. TRAILER LINK <https://youtu.be/AlynTykYF-Y>

DATE & TIME:

VENUE:

TICKETS: (if applicable)

EXTRAS: tell people if you are providing food/drinks, if there will be a guest speaker or a Q&A

Options:

- *The screening is a fundraiser in aid of....*
- *This screening will highlight how Backtrack Organisation's unconventional youth program is turning kids' lives around*
- *We would love our community to be inspired by this film....*

A group of troubled boys are on a perilous course toward jail until they meet up with a free-wheeling jackaroo, Bernie Shakeshaft, and hit the road with his legendary dog jumping team. This inspiring coming of age story follows the boys as they strive to turn their lives around - and the dogs that help tame their wild ways.

BackTrack Boys scooped the Audience Awards for Best Documentary at the Sydney, Melbourne and Canberra Film Festivals! WATCH THE TRAILER HERE <https://youtu.be/AlynTykYF-Y>

"I hope this film will foster a greater understanding of the issues these kids face and inspire communities to develop real alternatives that will help keep them out of jail." Director Catherine Scott.

NOTE:

Suitable for Adults (contains heavy coarse language).

FEATURE LENGTH DOCUMENTARY

Running Time: 100 MINS