



Radical Screenings

Social Amplification Toolkit

Toolkit Objective: Provide sample copy and creative assets for moviegoers to increase awareness, reach, and engagement around Radical during screenings.

Main Social Hashtag: #RadicalTheMovie, #BeRadical, #ThinkForYourself

Participant Social Best Practices

In addition to using the above hashtags, please tag @participant and the official film handle @radicalthemovie in all posts so we can help amplify the reach.

- Remember that all posts are public and permanent
- Avoid engaging with negative comments

Approved Creative Assets for Social

- [Still Assets](#)
 - Poster Key Art (4x5 for Twitter and Facebook)
 - Poster Key Art (16x9 for Instagram + Stories)
- [Video Asset](#)
 - Vertical Trailer (16x9 for Instagram + Stories)
 - Cover Photo options (16x9 for Instagram)
- *Download Instructions:*
 - *Step 1. Click this link to download assets*
 - *Step 2. Hover on an image and click the three dots (“More options”) on the right hand side of each image, and toggle to “Download.” Feel free to select the one(s) you prefer.*
 - *Step 3. Upload to your desired platform:*
 - *If you are sharing on Facebook and/or Twitter, you can upload directly to those platforms because they have desktop functionality to do so.*
 - *If you are sharing on Instagram you must email or Airdrop (Apple devices only) the asset to yourself and download directly on your mobile device. Instagram does not allow for uploading on your desktop. Once the asset is on your mobile device, you can upload directly to Instagram.*
 - *Internal Participant colleagues are able to download these directly onto mobile via Box app*

Sample Social Messaging

(Please feel free to adapt to your own voice)

- Every student deserves an enriching education experience. I had the chance to watch an early screening of #RadicalMovie - a deeply moving true story about the incredible potential that lives in every student. Catch it in theaters November 3!
@participant @radicalthemovie

Radical Film and Campaign Information

Although the story takes place in Mexico, many of the systemic challenges depicted in the film are also present in Latinx communities in the U.S., where students of color are often concentrated in schools with limited resources. Additionally, Latinx communities in the U.S. currently receive only 1% of all philanthropic resources.

With that in mind, Participant and Hispanics in Philanthropy have partnered with 12 key organizations to create the Radical Fund, bringing much needed attention and funding for models that inspire and advance equity in education for Latinx youth on this side of the border, Tijuana and Puerto Rico.

The goal of the Radical Fund is to raise funds that will support several organizations working on closing the achievement gap, retention, graduation, STEAM, leadership development and healing-centered strategies to support Latinx students at home, in school and in the community.

Thank you for making a difference! With your support, we can help give opportunities to the next generation of potential stars.

To donate to the Radical Fund please visit:
https://hipgive.org/en/project/the_radical_fund

To learn more about the Radical Campaign and the film, visit www.radical.movie.

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Radical stars Eugenio Derbez, Daniel Haddad and Jennifer Trejo; is directed and written by Christopher Zalla; produced by Ben Odell, Eugenio Derbez and Joshua Davis; and executive produced by Javier Williams, Josh Bearman, Avelino Rodriguez and Patricia Sanchez. The film will be released in U.S. theaters on November 3.

To learn more about the real-life students from the film, check out WIRED Magazine's article from November 2013, [*A Radical Way of Unleashing a Generation of Geniuses*](#).

