

THE HUMAN ELEMENT

Social Media Toolkit

Synopsis

With rare compassion and heart, THE HUMAN ELEMENT follows environmental photographer James Balog on his quest to highlight Americans on the front lines of climate change, inspiring us to re-evaluate our relationship with the natural world.

Release

Available on a variety of streaming platforms that you can find on our [website](#).

Guide Overview

This guide includes relevant images, videos, suggested copy, and social media best practices to help you share your screening of THE HUMAN ELEMENT with your target audience for maximum impact.



Photos, Videos and Other Assets:

Press Kit

[Located in this Google Drive folder](#)

Videos

- [Official trailer on YouTube](#) (you can also [download it](#) for your website)
- [30-second “teaser” video](#)
- [15-second spot](#)

Facebook Event Banner

[Download here](#)

Customizable Screening Flyer

[Option 1](#) | [Option 2](#)

Posters

[Download here](#)

Still Photos

[Download here](#)

Quote-Images

[Download here](#)



Potential Social Media Copy:

- As we change nature, nature changes us. #thehumanelement @thehumanelementmovie
- #ClimateChange is here and now and affecting real people everyday. @james_balog shows us the undeniable evidence in @thehumanelementmovie
- Nature is made up of four elements: earth, air, water and fire. But now there is a fifth element, and it's changing everything: humans. @thehumanelementmovie
- @james_balog and his team have collected visual evidence of the epic changes sweeping the earth today. Ice is melting, the coasts are flooding. The air is changing and the west is burning. Follow @james_balog as he documents these changes in @thehumanelementmovie
- Follow james_balog as he meets the Americans on the front lines of #climatechange. @thehumanelementmovie
- We are not separate from nature. We are part of it. @thehumanelementmovie
- From wildfires to hurricanes, deep below the earth and high above the atmosphere, @james_balog uses his camera to reveal how the four elements – earth, air, water and fire – are impacting everyday Americans.
- We depend on the stability of the fundamental forces of the world. Imbalance in one element leads to an imbalance in another.
- People are the only element that can choose to restore our planet's natural balance. Will we? Follow @james_balog and @thehumanelementmovie
- Our deeds are leaving their imprint in the fabric of time. @thehumanelementmovie
- There is such a thing as truth, and @james_balog brings it alive through his camera.
- We must #actonclimate NOW! See why in @thehumanelementmovie
- Firefighters are on the front lines of #climatechange, and @james_balog was there to see it.
- @thehumanelementmovie is now available on @iTunes and On Demand. Watch it now! <http://radi.al/TheHumanElement> #TheHumanElementMovie

Our Top 10 Tips to Successfully Promote a Screening

- (1) **Share your event online.** Publish your screening details on your website as soon as possible. Include venue, location, time, length of the screening, and guest appearances, if applicable. Then post details about your screening and THE HUMAN ELEMENT on social media several times leading up to the event.
- (2) **Be consistent about what links you share.** Only share your screening event's link and, if you would like, you can also share the [purchase link](#) to THE HUMAN ELEMENT for people who can't make the screening but would still like to see the film.
- (3) **Tag THE HUMAN ELEMENT's social media platforms** whenever possible, and we will share your posts.

FACEBOOK
INSTAGRAM (@thehumanelementmovie)
JAMES BALOG'S INSTAGRAM (@james_ballog)
TWITTER (@humanelementmov)

- (4) **Create a Facebook event page (using the Facebook event banner on page 2, if you like) for your screening and share it with your network.** Facebook events have some of the best organic reach on social media. You can add @thehumanelementmovie as a co-host so we can help you promote it as well.
- (5) **Use hashtags to reach a larger audience.** Below are some relevant hashtags to consider.

#thehumanelement	#wildfire	#climateaction
#naturephotography	#californiafires	#carbon
#anthropocene	#green	#arctic
#sealevelrise	#environment	#glaciers
#climatechange	#globalwarming	#renewables
#docfilm	#earth	#climatechangeshealth

- (6) **Identify influential members of your community** (elected officials, local celebrities, business leaders) to build buzz and awareness around the issue.

- (7) **Post more than you think you need to.** Don't just post once. Research suggests that people need to be exposed to something an average of three times on social media before they act on it. To make sure your target audience is actually seeing your posts, avoid rush hour – from 8 a.m. to 10 a.m. local time and 5 - 7 p.m. Think about when your audience is most likely to be online. Finally, post in your own voice to connect with your audience on a human level.
- (8) **Capitalize on your screening's success by sharing some fun candid on social media after the event.**
- 9) **Report back to THE HUMAN ELEMENT Team.** Please email caroline@earthvisionfilm.com with photos, the number of people who came to your event, a short paragraph on the audience's reception, and any stories from the event or guests that we might be able to use to inspire action.
- 10) **Stay in touch!** Follow us on our [website](#) and social media channels, and let us know how we can help with future screenings and other impact initiatives.



Questions or Feedback?

Reach our impact coordinator, Caroline Beaton, at caroline@earthvisionfilm.com.