



### Smart Ways to Promote your Film

1. **Social Media** - Share your film widely on social media including Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, etc.
2. **Tagging** - Popular social media platforms like Facebook, Twitter, LinkedIn, Instagram etc. allows users to tag friends/family/colleagues and influencers allowing them to not miss your vote appeal and promote the post on their profiles. Don't forget tagging any of your potential voters!
3. **Trends** - To ensure your vote appeal on social media starts trending, don't forget to use **#YESiamtheCHANGE** on all social media posts
4. **E-Mail** - Circulate a vote appeal mail among all your friends; create a customized email signature with voting details
5. **WhatsApp** - Promote your film through WhatsApp groups and other communication channels at your workplace or college
6. **Blogs** - If you have a personal blog write about your film and ask friends to vote for the same. You may even ask your blogger friends to support
7. **The link** - Do not forget that **LIKES** captured **ONLY** on the **YES FOUNDATION YouTube channel** (links shared earlier) will be counted as valid
8. All nominee films are available in this [PLAYLIST](#)



## Sample Posts

### Facebook/ Google+/ LinkedIn/ WhatsApp:

My short film on <<topic/cause>>has been nominated for #YESiamtheCHANGEPopular Choice voting! Show your support - watch my film and 'LIKE' it NOW! Your LIKE can make me a winner, and spread the message of change! <<Link>>

My short film on <<topic/cause>>has been nominated for #YESiamtheCHANGEPopular Choice voting! Your 'LIKE' can make me a winner, and spread the message of change! LAST DATE April 6, 2017! Show your support - watch my film and 'LIKE' it NOW! <<Link>>

### Twitter:

Show your support! #LIKE my film for #YESiamtheCHANGE Popular Choice voting and make me a winner! <<short url>>

Plz #LIKE my film for #YESiamtheCHANGE Popular Choice NOW and make me a winner! <<short url>>

### Instagram:

Take a nice screenshot of your film and post it on Instagram with the following text:

My short film on <<topic/cause>>has been nominated for #YESiamtheCHANGE #Popular #Choice #voting! Show your support - watch my film and #LIKE it NOW! Your 'LIKE' can make me a winner, and spread the message of change! <<Link>>

My short film on <<topic/cause>>has been nominated for #YESiamtheCHANGE Popular Choice voting! Your #LIKE can make me a winner, and spread the message of change. LAST DATE April 6, 2017! Show your #support - watch my film and 'LIKE' it NOW! <<Link>>



### Suggested Email

**SUBJECT: VOTE FOR ME - YES! i AM THE CHANGE POPULAR CHOICE AWARDS**

Dear <NAME>,

I was a participant of **YES! i am the CHANGE 2016 101-Hour Social Filmmaking Challenge - the World's Largest Social Film Movement**, organized by YES FOUNDATION.

The challenge attracted participation of **1.3 million** youth from across India who submitted **29,500+** film entries.

I am delighted to share that my film <<TITLE>> on <<TOPIC>> has been nominated among **top** films of the challenge for the **YES! i am the CHANGE Popular Choice Awards!** The winners of the awards will be determined on the basis of the number of 'LIKES' received by their films. Each 'LIKE' will be considered as a **VOTE** in support of the film.

As a friend, I am really counting on **YOUR** support, and would request you to watch my film and hit 'LIKE' to vote for me! <<URL>>

You may also share my film link on your social media and encourage your friends to watch the film and 'LIKE' it too.

By doing so, you will not just lend me your invaluable support, but also help spread a message of change through my film!

**Voting closes on April 6, 2016!**

I really appreciate your support.

Thank you!

<<NAME>>