

A GLOBAL CONVERSATION  
ABOUT YOUTH MENTAL HEALTH

# CONNECTING THE DOTS

A FILM BY NOEMÍ WEIS

PROMOTIONAL TOOLKIT  
FOR SCREENING HOSTS



Thank you for hosting a screening of **Connecting the Dots**. We'd like to make it easy on you to promote your event.

For this reason we have created the following templates which can be modified to include your logo, and event details:

## TEMPLATES

- [Event Poster for print](#)
- [Facebook Event Poster](#)
- [Twitter Event Poster](#)
- [Instagram Event Poster](#)
- [Instagram Story Event Poster](#)
- [Eventbrite Registration Page Banner](#)
- [MailChimp E-Bulletin Template](#)
- [Still photos](#) and testimonials can be used directly from the [film's website](#)

All templates can be found in this Dropbox folder: <https://www.dropbox.com/sh/073kcmeaxy061i/AACrC6-5F3YphuHSCSkJJc62a?dl=0>

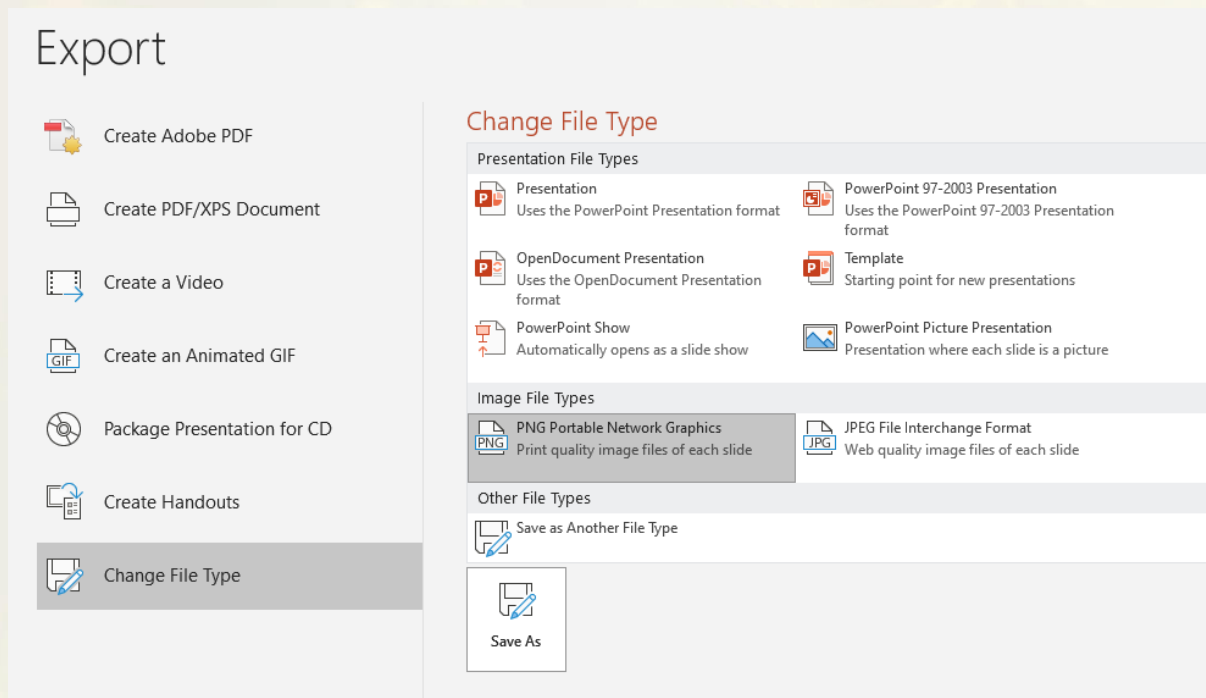


## MODIFYING THE TEMPLATES

To modify the social media and Eventbrite page banner templates, you will need to have PowerPoint installed on your computer. You must also download and install the [Open Sans fonts](#) located in the template folder.

Each template includes placeholders for your organization’s logo, the event time and location, the link to your event registration page, and event partner logos.

Once you are finished modifying a template, export the file as an image by choosing **File > Export > Change File Type > PNG Portable Network Graphics**.



To modify the e-bulletin templates, you must click [this link](#) to import it into an existing Mailchimp account (free for up to 2,000 contacts) and choose Edit > Create Campaign.



## TRAILER

The trailer is probably the most effective means of promoting your screening. We have two versions of the trailer which can be downloaded and shared.

### **Connecting The Dots Full Trailer (2 minutes, 41 seconds)**

<https://vimeo.com/497350794>

### **Connecting The Dots Short Trailer (30 seconds)**

<https://vimeo.com/497340813>

#### **Caption to go with trailer:**

Award-winning Director Noemi Weis brings us **Connecting The Dots**, the first documentary of its kind that takes on the subject of mental health through the voices of young people around the world in a way you have never seen or heard before.

## SAMPLE PROMOTIONAL POSTS

We are hosting a screening of a new documentary @ConnectingTheDotsFilm from award winning filmmaker Noemi Weis. #RaiseYourHand and join the global conversation about youth mental health!

We encourage you to tag @ConnectingTheDotsFilm (Facebook and Instagram) or @connectdotsfilm (Twitter) whenever you can and to use the film's unique hashtag #RaiseYourHand in addition to universal hashtags like #youthmentalhealth #breakthesilence.

**Note: If you follow the film social channels you will see lots of relevant and engaging content that you are welcome to share including visual diaries and short excerpts from the film.**

## AFTER YOUR SCREENING

### SURVEYS

In an effort to improve our efforts when hosting a screening and be able to report on achievements, we would ask you to fill in this short survey after the screening. Your information is most valuable for us and we thank you for your time in completing this.

<https://www.surveymonkey.com/r/HZ7WSJ6>

We would appreciate if you could please circulate the Screening Participant Survey to your audience. It is our goal to keep on improving our efforts and audience participation and feedback is mostly important.

<https://www.surveymonkey.com/r/PLN2G2S>

If you are gathering in person or on Zoom, you might consider taking a screen grab or group photo and sharing it with us!

GOOD LUCK with your event! Please email [info@connectingthedotsfilm.com](mailto:info@connectingthedotsfilm.com) if you have any questions.