



Social Media Toolkit

Social media continues to be an important tool for promoting new films and events. In this straightforward guide, we offer ideas, tools and suggestions for engaging your social communities with content related to *Humpback Whales*. We hope you'll use the guide as a starting point for adding your own creative additions and flair!

All photos, graphics and video assets referenced in this toolkit can be downloaded at: marketing.humpbackwhalesfilm.com

In this toolkit, you will find:

- Sample **calendar** for planning your social activity
- Sample **copy** to accompany film stills, videos and infographics
- Directory of 17 **Film Stills**
- 12 **Fun Fact** images
- 4 **Photo Caption Contest** images
- 6 **Split-Screen** images
- 3 **Infographics**
- 4 **Making Of Webisodes**
- 17 **Instagram** videos
- Series of **downloadables** including Facebook covers, wallpapers, email signatures, etc.
- Contest ideas

We hope you will share your social media highlights—and any new ideas you come up!

For additional ideas and support, please contact the MFF marketing team:

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SAMPLE SOCIAL MEDIA CALENDAR (sample copy found in following pages):

3 Months before opening

- Post *Humpback Whales* **key art** with your opening date
- Introduce the hashtag **#HumpbackWhalesFilm** for followers to use
- Add film artwork and trailer to theater website

Recommend 2 posts per month with key art and opening date reminders

2 months before opening

- Post **Film Still** with your opening date
- Post **Trailer** on Facebook and Twitter with your opening date
- Post the **Educator trailer** and encourage teachers to book a field trip

Recommend 1 post per week with film stills and opening date reminders

4 weeks before opening

- Change Facebook, Twitter, and Instagram cover and profile photos to *Humpback Whales* artwork.
- Post **Trailer** on Facebook and Twitter with your opening date
- Post first **Instagram Video** with your opening date
- Include film art in your email signature

Recommend 2 to 3 posts per week with film stills and opening date reminders

3 weeks before opening

- Post first **Webisode** on Facebook and Twitter with opening date reminder as part of 3-week countdown to film's opening
- Post **Fun Fact** image on Facebook, Twitter, Instagram
- Post more **Film Stills** and **Instagram Videos**

Recommend 2 to 3 posts per week

2 weeks before opening

- Start to promote any special opening events or promotions
- Include a link to purchase advance tickets
- Post 2nd **Webisode** on Facebook and Twitter as part of 3-week countdown to opening
- Post **Fun Fact** images on Facebook, Twitter, Instagram
- Post **Split Screen** image with fun question for followers. These Split Screen images & questions encourage followers to compare their own personal lives to whales!
- Post first **Infographic** on Facebook and Twitter. Encourage followers to get a crash course on humpback whales before they see the film.

Recommend 4 posts per week

Opening week

- Stage **Photo Caption Contest** for a chance to win tickets to the film's opening
- Post **Fun Fact** with interesting whale trivia

- Post 3rd **Webisode** with opening date
- Post photos of the theater and any displays
- Introduce **Happy Hump(back) Day** posts on Wednesday
- Post about any special launch events
- Post more **Film Stills** and **Instagram Videos**
- Post **Split Screen** image with fun question for followers
- Announce winners of any contests

Recommend 1 to 2 posts per day

Opening Day

- Repost **trailer** with opening day reminder
- Include any special information about opening events
- Ask followers to share their experience on opening day with pictures and comments, using the hashtag **#HumpbackWhalesFilm**
- Live Post and Tweet during any opening day events. Include attendee photos and quotes. This is a great opportunity to get audience members to follow on all outlets if they haven't been already.
- Post film critic review quotes

Day after opening

- Post photos from opening day
- If any contests were held, announce winners.
- Ask followers to share their experience and photos.
- Post any review quotes.
- Share or retweet follower's related posts.

Post-Opening

- Continue the **Fun Fact** series
- Continue the **Split-Screen** image series
- Weekly **Activity Page** post to Facebook, Twitter and Instagram
 - Encourage audience to learn more with activities. Encourage teachers to incorporate the film in curriculum
- Thursdays: Post a video every other week. Could be part of Throwback Thursday #TBT
- Wednesdays: Post **Happy Hump(Back) Day** photo
- Fridays: "What are your weekend plans?" post with show times and link to purchase tickets
- Once a month, repost **Trailer** and **Education Trailer**
- Continually share or retweet followers reviews or thoughts on the film

Recommend 2 to 3 posts per week

FILM STILLs – Sample Copy (see page 6 for a photo directory)

FACEBOOK:

- MacGillivray Freeman’s “Humpback Whales” is splashing into [Theatre name] on [opening date]. Come swim with us and prepare for a whale watching experience like none other in this life-sized experience on the giant screen!
- Dive into an ocean of adventure with the world’s most captivating giants when you see “Humpback Whales” and their remarkable journey across the globe at [Theater name] on [opening date]!
- We can’t wait for “Humpback Whales” to open on [Opening Date]! What makes you jump for joy? **[USE WITH PHOTO 14]**
- Our new giant screen movie “Humpback Whales” explores a hidden underwater world where giant creatures will sing their way into your heart. The concert begins at [Theater Name] on [opening date]
- Are you an adventurer at heart? Why stay at home? Humpback whales sure don’t! Join the migration with the ocean’s most majestic giants in MacGillivray Freeman’s “Humpback Whales”, at [Theater name] opening [date]
- With our upcoming movie “Humpback Whales,” you’ll witness migrations to Alaska, Hawaii and the Kingdom of Tonga. If you could migrate anywhere in the world, where would you go?
- Meet Dr. Fred Sharpe. He has been studying humpback whale feeding strategies in Alaska for the past 25 years. “Humpback Whales” unveils his findings and explores what is still unknown. What would you ask him if you two met? **[USE WITH PHOTO 17]**
- Spotting humpback whales in the wild doesn’t happen every day. Good thing the MacGillivray Freeman crew captured them on film for the giant screen in their latest movie “Humpback Whales”, playing at [Theater Name] on [Opening Date] **[USE WITH PHOTO 04]**
- “Humpback Whales” gets up close and personal to these gentle giants that grow up to 60 feet! What’s the largest animal you’ve ever seen?
- Have you ever imagined what life is like in the open ocean? Our latest giant screen movie “Humpback Whales” explores feeding frenzies, acrobatic performances, romantic dances, and soulful songs. Get drenched when you follow the amazing life of the humpback whale starting [Opening Date]
- Marine biologists Jim Darling and Meagan Jones study whale songs in Hawaii. Watch them in action and hear the songs that won their hearts in “Humpback Whales” starting [Opening Date] **[USE WITH PHOTO 02]**
- What are your plans this weekend? “Humpback Whales” is playing at [Show times] at [Theater Name]

TWITTER:

- Join the migration w/ Earth’s most majestic giants in [#HumpbackWhalesFilm](#) narrated by @McGregor_Ewan, presented by @Pacificlfe
- [#HumpbackWhalesFilm](#) is migrating to @Theatre name in [opening month]. Come see them life-sized on the giant screen!
- [#HumpbackWhalesFilm](#) is splashing onto the giant screen @Theatre name in [opening month]. Come swim with us!
- Dive into an ocean of adventure when you see [#HumpbackWhalesFilm](#) @Theater name on [opening date]

- [#HumpbackWhalesFilm](#) migrates to Alaska, Hawaii & Tonga. If you could migrate anywhere, RT your destination! @TheaterName
- @Theater Name can't wait for [#HumpbackWhalesFilm](#) to open on [Opening Date]! RT what makes you jump for joy! [USE WITH PHOTO 14]
- @MacFreeFilms [#HumpbackWhalesFilm](#) dives deep w/ gentle giants. Will you be swimming along @Theater Name on [Opening Date]?
- Join a journey of epic proportions with @MacFreeFilms [#HumpbackWhalesFilm](#) splashing @Theater Name starting [opening date]
- @MacFreeFilms [#HumpbackWhalesFilm](#) explores a hidden world where giants sing. The concert begins @Theater Name on [opening date]
- Dr. Fred Sharpe studies humpbacks in Alaska. [#HumpbackWhalesFilm](#) shows you his findings & questions. RT your questions for him [USE WITH PHOTO 17]
- Spotting humpbacks is tough! Luckily @MacFreeFilms caught them on film in [#HumpbackWhalesFilm](#) playing on the giant screen [USE WITH PHOTO 04]
- [#HumpbackWhalesFilm](#) gets up close and personal to these gentle giants that grow up to 60 feet! What's the largest animal you've ever seen?
- Humpbacks migrate around the globe but you can spot them right here @Theater Name. Come see them up close in [#HumpbackWhalesFilm](#)
- See parts of the ocean you've only imagined in [#HumpbackWhalesFilm](#) on the giant screen @Theater name starting [Opening Date]
- What are your plans this weekend? [#HumpbackWhalesFilm](#) is playing @Theater Name at [Show times]
- Marine biologists Jim Darling & Meagan Jones study whale songs in Hawaii. Hear the music in [#HumpbackWhalesFilm](#) on [Opening Date] [USE WITH PHOTO 02]

OPENING DAY—Sample Copy

FACEBOOK:

- Tickets to the opening of "Humpback Whales" on [Opening date and time] are getting gobbled up! Catch your presale tickets at [link to presale tickets] [USE WITH PHOTO 05]
- MacGillivray Freeman's "Humpback Whales" has arrived! Come sing along with us!
- The wait is over! "Humpback Whales" opens [Today/tonight] at [time]. See you then!
- Will you be at the opening of "Humpback Whales" [Today/Tonight] at [time]? Please share your photos and thoughts with us @Theater Name
- Were you at the opening of "Humpback Whales" [Yesterday/Last night]? Please share your photos and thoughts with us @Theater Name

TWITTER

- [#HumpbackWhalesFilm](#) has arrived! Come sing along with us!
- The wait is over! [#HumpbackWhalesFilm](#) opens [Today/tonight] at [time]. See you then!
- Tickets to [#HumpbackWhalesFilm](#) opening on [Opening date] are getting gobbled up! Catch them on presale [link to presale tickets] [USE PHOTO 05]
- Will you be at the opening of [#HumpbackWhalesFilm](#) [Today/Tonight] at [time]? Please share your photos and thoughts with us @Theater Name
- Were you at the opening of [#HumpbackWhalesFilm](#) [Yesterday/Last night]? Please share your photos and thoughts with us @Theater Name

Film Stills Directory (photos can be downloaded at marketing.humpbackwhalesfilm.com)

Photo 01



Photo 02



Photo 03



Photo 04



Photo 05



Photo 06



Photo 07



Photo 08



Photo 09



Photo 10



Photo 11



Photo 12



Photo 13



Photo 14



Photo 15



Photo 16



Photo 17



PHOTO CAPTION CONTEST – Sample Copy

FACEBOOK/INSTAGRAM:

- “Off to Alaska for food. See you next winter!”
How would you caption this photo? Let us know for a chance to win [prize] for the film “Humpback Whales” playing on our giant screen. **[USE CONTEST PHOTO 01]**
- “Like mother, like daughter...”
Share your caption for this photo from the film “Humpback Whales” and come watch the movie to see how these loving mothers share the world with their rambunctious calves. **[USE CONTEST PHOTO 02]**
- “Mom is it true we are movie stars?” “Yes honey! Why do you think there are so many cameras on us?” Share your caption for this photo for your chance to win [prize] for MacGillivray Freeman’s “Humpback Whales” opening at [Theater Name] on [Opening Date] **[USE CONTEST PHOTO 03]**
- "NOM NOM NOM!" What would your caption be for this photo of a whale feast? Let us know for a chance to win [prize] to see Humpback Whales playing at [Theatre Name], and learn how these giants feed their enormous appetites. **[USE CONTEST PHOTO 04]**

TWITTER:

RT your caption for this photo for your chance to win [prize] for #HumpbackWhalesFilm, opening at [Theater Name] on [Opening Date]

Contest Photo 01



Contest Photo 02



Contest Photo 03



Contest Photo 04

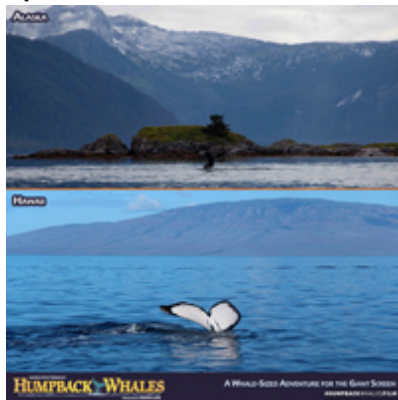


SPLIT-SCREEN IMAGES – Sample Copy

FACEBOOK, INSTAGRAM, TWITTER:

- [#HumpbackWhalesFilm](#) takes us to Alaska and Hawaii. Where would you rather whale watch? **[USE WITH SPLIT SCREEN 01]**
- In [#HumpbackWhalesFilm](#) we see whales feast and frolic. How would you rather spend your weekend? **[USE WITH SPLIT SCREEN 02]**
- Heads or Tails? What is your lucky side? See the whales flip in [#HumpbackWhalesFilm](#) **[USE WITH SPLIT SCREEN 03]**
- How's your week? Are you diving in or coming up for air? Either way, spend your weekend with [#HumpbackWhalesFilm](#) at [\[Theater Name\]](#) **[USE WITH SPLIT SCREEN 04]**
- Groupie or selfie? What is your standard pose? Bring your herd along to see [#HumpbackWhalesFilm](#) **[USE WITH SPLIT SCREEN 05]**
- What is your favorite time of the day, sunrise or sunset? Catch whales in both lights in [#HumpbackWhalesFilm](#) **[USE WITH SPLIT SCREEN 06]**

Split Screen 01



Split Screen 02



Split Screen 03



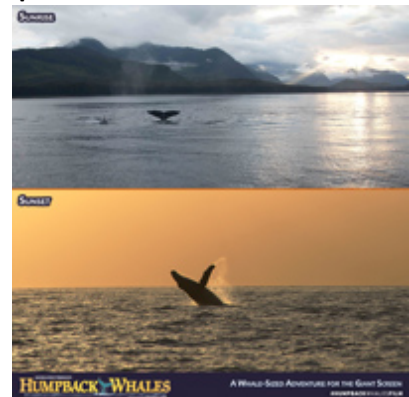
Split Screen 04



Split Screen 05



Split Screen 06



FUN FACT IMAGES – Sample Copy

FACEBOOK:

- “Humpback Whales” has something to share with you. Tag all of your friends that you would hug with arms that long **[USE FUN FACT 01]**
- Who needs a selfie-stick with arms that long? **[USE FUN FACT 01]**
- “Humpback Whales” has something to share with you. Share what is your favorite food. **[USE FUN FACT 02]**
- “Humpback Whales” has something to share with you. Share with us what else in your world is 60 feet long. **[USE FUN FACT 03]**
- “Humpback Whales” has something to share with you. Share with us if you would prefer to be a toothed or baleen whale. **[USE FUN FACT 04]**
- “Humpback Whales” has something to share with you. Share with us what you would get for a humpback on their 50th Birthday **[USE FUN FACT 05]**
- “Humpback Whales” has something to share with you. Share with us where in the world you would make an annual migration **[USE FUN FACT 06]**
- Tag the friends that you would take on a 36 day journey. **[USE FUN FACT 07]**
- “Humpback Whales” has something to share with you. Share with us if you would rather spend your time above or below the ocean’s surface. **[USE FUN FACT 08]**
- “Humpback Whales” has something to share with you. Share with us what you would do if you could stay under water for 15 minutes **[USE FUN FACT 09]**
- “Humpback Whales” has something to share with you. Share with us what in your world is 16 feet long. **[USE FUN FACT 10]**
- Tag someone far away that you would sing to. What would you sing? **[USE FUN FACT 11]**
- “Humpback Whales” has something to share with you. Share with us how you are similar to a Humpback Whale. **[USE FUN FACT 12]**

TWITTER, INSTAGRAM:

- [#HumpbackWhalesFilm](#) has something to share with you. Tag all of your friends that you would hug with arms that long. **[USE FUN FACT 01]**
- Who needs a selfie-stick with arms that long? **[USE FUN FACT 01]**
- [#HumpbackWhalesFilm](#) has something to share with you. Share what is your favorite food. **[USE FUN FACT 02]**
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us what else in your world is 60 feet long. **[USE FUN FACT 03]**
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us if you would prefer to be a toothed or baleen whale. **[USE FUN FACT 04]**
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us what you would get for a humpback on their 50th Birthday. **[USE FUN FACT 05]**
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us where in the world you would make an annual migration. **[USE FUN FACT 06]**
- Tag the friends that you would take on a 36 day journey. **[USE FUN FACT 07]**

- [#HumpbackWhalesFilm](#) has something to share with you. Share with us if you would rather spend your time above or below the ocean's surface. [USE FUN FACT 08]
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us what you would do if you could stay under water for 15 minutes. [USE FUN FACT 09]
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us what in your world is 16 feet long. [USE FUN FACT 10]
- Tag someone far away that you would sing to. What would you sing?
- [#HumpbackWhalesFilm](#) has something to share with you. Share with us how you are similar to a Humpback Whale. [USE FUN FACT 11]

Fun Fact 01



Fun Fact 02



Fun Fact 03



Fun Fact 04



Fun Fact 05



Fun Fact 06



Fun Fact 07



Fun Fact 08



Fun Fact 09



Fun Fact 10



Fun Fact 11



Fun Fact 12



HAPPY HUMP(BACK) DAY – Sample Copy (use with any film stills)

FACEBOOK, INSTAGRAM, TWITTER:

- Happy Hump(back) day! You're that much closer to the weekend and to the seeing of [#HumpbackWhalesFilm](#)!
- It's Hump(back) day! Just keep swimming, it's almost the weekend.
- Jump for joy, it's Hump(back) day!
- The weekend is in sight! Happy Hump(back) Day!
- We are flipping out over Hump(back) Day!
- Happy it's Hump(back) Day? So are we!
- At [[Theater Name](#)] we are happier than a whale on Hump(back) day!
- It's Hump(back) day! How is your week going?
- Thar she blows! The weekend's in sight. Happy Hump(back) Day!

TRAILER—Sample Copy

- Can't wait a month for [#HumpbackWhalesFilm](#) at [[theater name](#)]? Enjoy the trailer today and see the film on [[opening date](#)] <http://bit.ly/1wO8ZTS>
- If you haven't had a chance to see [#HumpbackWhalesFilm](#), come see what is making waves at [[Theater Name](#)] <http://bit.ly/1wO8ZTS>

EDUCATOR TRAILER – Sample Copy

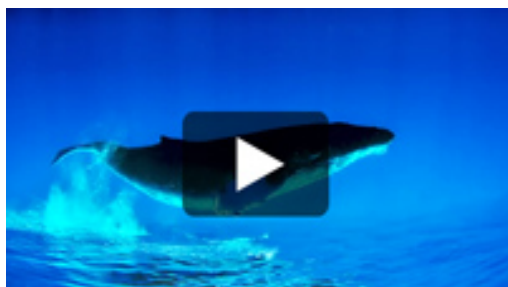
FACEBOOK:

- Humpback whales jump out of the ocean and into the classroom! Calling all teachers and educators to check out this trailer and see how the new giant-screen film Humpback Whales takes students beyond textbooks.

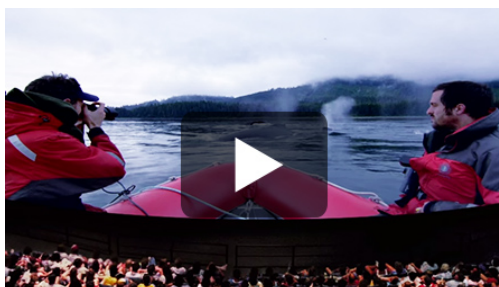
TWITTER

- [#HumpbackWhalesFilm](#) jumps out of the ocean & into the classroom to takes students beyond textbooks! <http://bit.ly/1AdZl2s>

Trailer



Educator Trailer



WEBISODES—Sample Copy

Hold a 3 week countdown to the opening on Facebook

“Alaska”

- The opening of [#HumpbackWhalesFilm](#) at [[Theater Name](#)] is just 3 weeks away! In that time, whales could consume up to 32 tons of krill in polar waters. This webisode can teach you tons more about these gentle giants.

“Tonga”

- The opening of [#HumpbackWhalesFilm](#) at [[Theater Name](#)] is just 1 week away! In that time, whale calves will drink upwards of 700 pounds of their mother’s milk, what an appetite! This webisode can teach you gallons more about these enormous eaters.

“Hawaii”

- The opening of [#HumpbackWhalesFilm](#) at [[Theater Name](#)] is just 2 weeks away! In that time, whales could travel over 1,000 miles across the globe. This webisode can teach you an ocean more about these migrating machines.

“Featurette”

FACEBOOK:

- IMAX movies bring unimaginable animals, worlds, and stories to us for unforgettable experience. But have you ever wondered how one of these giant features is made? The MacGillivray Freeman crew travels across the globe and captures one-of-a-kind animals and the people that study their stories. Check out this behind the scenes featurette to see how the magic comes to life in "Humpback Whales".

TWITTER:

- Checkout this making-of featurette to see how the [@MacFreeFilms](#) crew captures stories for the giant screen in [#HumpbackWhalesFilm](#)

All

- #TBT to this Behind the Scenes clip of the making of [#HumpbackWhalesFilm](#) [[link to webisode](#)]

Alaska Webisode



Tonga Webisode



Hawaii Webisode



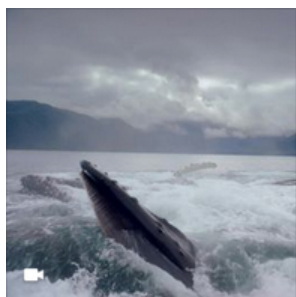
Featurette



INSTAGRAM VIDEOS—Sample Copy

- VIDEO 1** @MacFreeFilms caught some interesting behavior in [#HumpbackWhalesFilms](#). Can you guess what's going on here?
- VIDEO 2** Talk about a feeding frenzy! See how humpbacks strategize to get the most of their meals in [#HumpbackWhalesFilm](#).
- VIDEO 3** Date night? Enjoy [#HumpbackWhalesFilm](#) @[Theater Name](#)
- VIDEO 4** Even at 1 ton, humpbacks look weightless in water. Come watch these graceful giants in [#HumpbackWhalesFilm](#) @[Theater Name](#)
- VIDEO 5** It's Hump(Back) Day! Just keep swimming till the weekend.
- VIDEO 6** Ready to blow off some steam from the week? Treat yourself to seeing [#HumpbackWhalesFilm](#) at @[Theater Name](#)
- VIDEO 7** Ever wanted to high-five a whale? Be in the action with the giant screen experience @[Theater Name](#) with [#HumpbackWhalesFilm](#)
- VIDEO 8** Humpbacks sing a magical yet mysterious song. Come hear the music in [#HumpbackWhalesFilm](#) narrated by @McGregor_Ewan
- VIDEO 9** Life's a breach! Watch these giant under water acrobats in [#HumpbackWhalesFilm](#)
- VIDEO 10** Everyone's flipping out to see [#HumpbackWhalesFilm](#)! Don't be the last of the pod. Get your tickets at [[link to website](#)]
- VIDEO 11** Thar she blows! How many whales can you spot?
- VIDEO 12** *Great video for a caption contest* : After a long migration, humpbacks wave and say "nice to sea ya!"
- VIDEO 13** [#HumpbackWhalesFilm](#) is making waves @[Theater Name](#)
- VIDEO 14** Humpback whales: the original synchronized swimmers. Witness the rest of their talents in [#HumpbackWhalesFilm](#)
- VIDEO 15** Even humpback whales love to #photobomb!
- VIDEO 16** @MacFreeFilms tells a whale of a tale in [#HumpbackWhalesFilm](#) splashing @[Theater Name](#) staring [[opening date](#)]
- VIDEO 17** Like mother, like calf. The young humpbacks pick up everything they need to learn from their mothers in their first year. Watch as they grow, play and sing in [#HumpbackWhalesFilm](#)!

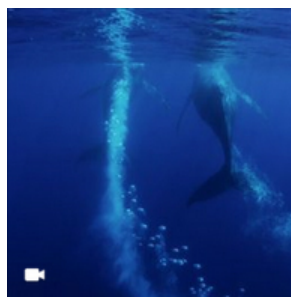
Video 01



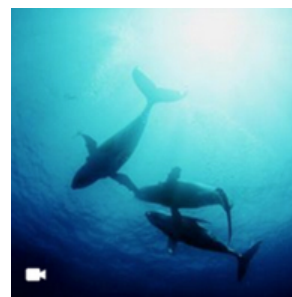
Video 02



Video 03



Video 04

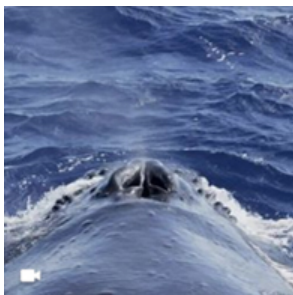


(video directory continued on next page)

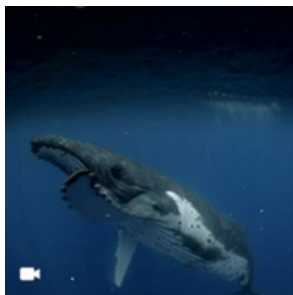
Video 05



Video 06



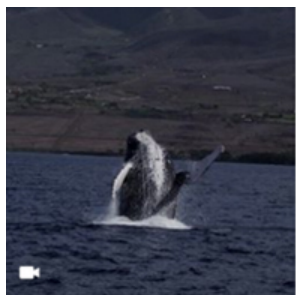
Video 07



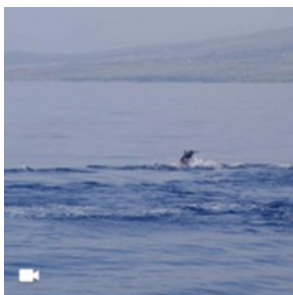
Video 08



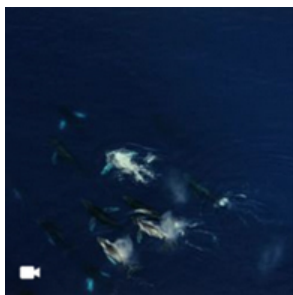
Video 09



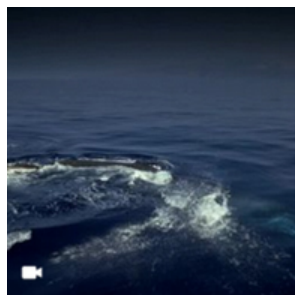
Video 10



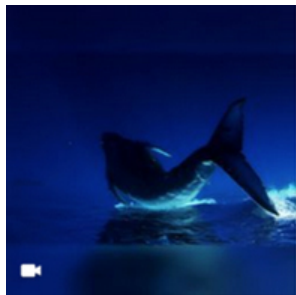
Video 11



Video 12



Video 13



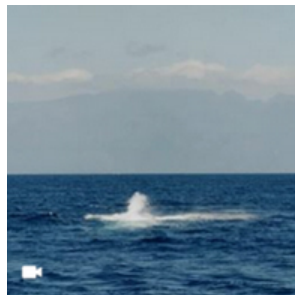
Video 14



Video 15



Video 16



Video 17



INFOGRAPHICS—Sample Copy

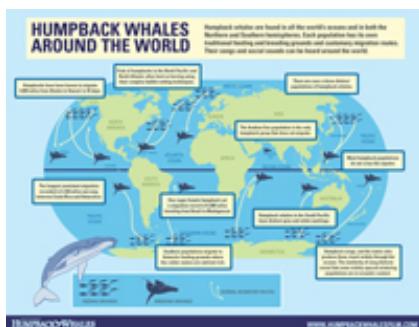
FACEBOOK:

- Humpback whales migrate around the globe. Where is the migration route closest to your home? Too far to travel? No problem! Come see them up close in MacGillivray Freeman's "Humpback Whales" at [Theater Name] [USE MAP GRAPHIC]
- No need to be a full-time marine biologist to know about humpback whales. Check out this handy and jam-packed infographic to get a crash course on the life and world of humpbacks. Eager to know more? Come see MacGillivray Freeman's "Humpback Whales" on our giant screen! [USE GENERAL FACTS GRAPHIC]
- "The tail fluke's connected to the caudal peduncle..." Check out more of what makes a humpback an acrobat, a world traveling swimmer, and a voracious eater with this helpful infographic. You can see these majestic giants life-sized and in action in "Humpback Whales" playing at [Theatre Name] on [Opening date]. [USE ANATOMY GRAPHIC]

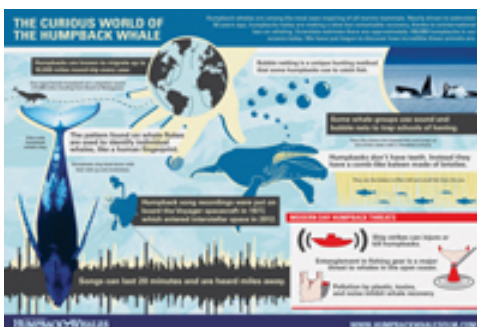
TWITTER:

- Humpbacks migrate around the globe. Where are they closest to you? Come see them up close in [#HumpbackWhalesFilm](#) @TheaterName [USE MAP GRAPHIC]
- Get a crash course on the world of humpbacks. Eager to know more? Come see [#HumpbackWhalesFilm](#) on the giant screen @TheaterName! [USE GENERAL FACTS GRAPHIC]
- Check out what makes humpbacks acrobats, swimmers, and feasters. See them life-sized in action in [#HumpbackWhalesFilm](#) @TheatreName. [USE ANATOMY GRAPHIC]

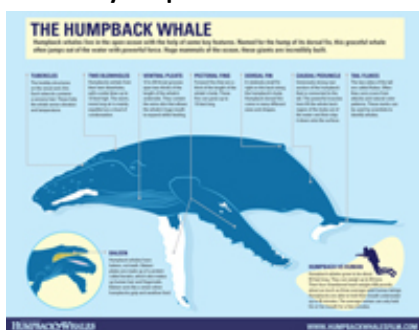
Map Graphic



General Facts Graphic



Anatomy Graphic



SPECIAL 2015 CALENDAR DATES TO REMEMBER

Use these special days to create whale-themed social media messaging and promotions:

- Valentines Day – February 13
- World Wildlife Day – March 3
- World Water Day – March 22
- Earth Day – April 22
- Mother's Day – May 10
- World Oceans day – June 8
- Shark Week – August 10
- Sustainable Seafood Month – September
- International Coastal Cleanup Day – 3rd Saturday in September
- World Animal Day – October 4
- Local migration times (See Map)

CONTESTS

Creating an online contest is a great way to engage your social network and boost the presence of a campaign. Below are some ideas to implement. Prizes could be free movie tickets, promotional items (T-shirts, stickers, plush toys, posters), or larger items donated by partners.

- Photo Caption Contest: have followers share or retweet a caption that matches a photo, and choose the winner based on the most likes their post earns.
- Humpback Whale inspired poetry or short story competition.
- Humpback Whale inspired art/photography/craft competition.
- Write (and/or perform) lyrics to a whale song.
- Create a "Whaling" video. This can be from your team or for your followers. Check out some examples at <https://www.youtube.com/watch?v=hh5Df-qF0QA>

Social media makes it easy to choose a winner. Here are some ideas:

- A post with the most likes, retweets, or shares.
- A like or comment could enter a person into a raffle.
- The first to comment/like/share could win.

MORE COPY FOR GENERAL USE

- Dive into an ocean of adventure with the world's most captivating giants.
- We captured them until their songs captured our hearts. Witness the ocean's greatest comeback stories.
- An extraordinary world lies just beneath the surface.
- Explore the hidden world of the ocean's most fascinating creatures.
- A mysterious world you could never imagine. Giant creatures you'll never forget.
- Celebrate the return of the humpback on a journey of epic proportions.
- Join an incredible migration across the Globe with the ocean's most majestic giants.
- Dive with their families. Follow their journey. Listen to their songs.
- A Whale-sized adventure for the giant screen.
- Join the ocean's most unforgettable acrobats on a journey that will change you forever.

- Their songs captured our hearts. Their journey will blow your mind.
- Swim with the Ocean's giants LIFE-SIZE on the giant screen.
- Dive beneath the surface. Hear their song. You will never look at them the same way again.
- The greatest comeback story you have never heard.
- A larger than life story about love and survival.
- They saying now goes "It's NOT over when the Giant Whale sings".
- Dive in the water, leap in the air! See the humpback whale in their amazing life-size glory on the IMAX screen.
- Get drenched by the greatest comeback story of the ocean: Humpback Whales, life-sized on the screen that puts you in the middle of it all!
- Humpback Whales make waves in a larger than life story about survival.
- Listen. Love. Learn. From the greatest song makers of our time.
- Can you hear the music?
- They live in places we can only imagine. See the amazing life of humpback whales on the IMAX screen.
- The biggest family on the planet. Filmed in IMAX.
- Let the film wash over you.
- Get swept away with Humpback Whales.
- Witness the acrobats of the ocean from all angles.
- Humpback Whales jump out of the screen and into the classroom.
- Swim with us from Tonga to Alaska to Hawaii.
- Jump in and splash around with us.
- Hear and sing along with the oceans longest and loudest musical.
- They migrate through all of the world's oceans. Now they are on the Giant Screen near you!
- Swim with Humpback Whales. No boats, SCUBA gear, or bathing suit required.

ADDITIONAL HASHTAGS

Draw a greater social media audience to your pages by using related trending hashtags in your posts. Here are some samples:

- | | |
|-----------------------|---|
| • #HumpbackWhalesFilm | • #MacFreeFilms |
| • #HumpbackWhale | • #MacGillivray |
| • #HumpbackWhales | • #PacificLife |
| • #Humpback | • #Hawaii |
| • #Whale | • #Alaska |
| • #WhaleWatch | • #Tonga |
| • #Fluke | • #Win (For a contest) |
| • #WhaleTail | • #Whaling |
| • #Ocean | • #Humpday |
| • #BubbleNetFeeding | • #HumpbackDay |
| • #WhaleSong | • #TBT (For Behind the Scenes videos on Throwback Thursday) |
| • #GiantScreen | |
| • #IMAX | |