



## Social Media Toolkit

Welcome to *The Search for Life in Space* social media toolkit. Here you'll find everything you need to promote the film on Facebook, Twitter and Instagram.

In addition to fun promotional ideas, sample copy and lots of shareable photos and videos, you'll also find general tips and tricks of the trade to help you reach and engage your audience and create buzz for the film.

All photos, graphics and video assets referenced in this toolkit can be downloaded at *The Search for Life in Space* **Marketing Resource Site** (click on the Online Media tab).  
<http://marketing.searchforlifeinspace.com/>

We hope you have fun getting "out-of-this-world" creative with your social outreach. We'd love to hear about your most successful posts and promotions. Send them to Shauna Badheka at [sbadheka@macfreefilms.com](mailto:sbadheka@macfreefilms.com).

See you in outer space!

The MFF Marketing Team

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Photo and video assets located on the  
[Marketing Resource Site](#) include:

- [Film Trailer](#)
- [Instagram Videos](#)
- [Film Stills](#)
- [Holiday Photos](#)
- [Fun Fact Images](#)
- [Inspirational Photos](#)
- [Social Banners](#)

## Social Media Promotions

The following social media promotions are designed to engage your audience in a conversation and generate excitement for the film. They diversify your content so that your audience gets fresh and fun posts on each of the platforms where they follow you. Pick a few that you think will excite your online community and have fun!

Your promotions can go above and beyond depending on your level of engagement with your audience. These ideas can stand alone, or be used as a jumping off point for a larger event. In addition to creating a conversation, promotions can be used for giveaways, building media partnerships, and even gaining potential museum members. Be sure to include proper rules and regulations before executing any contests or sweepstakes.

**Posting Tip:** Having a regular posting schedule gives your audience something to come back for. So trivia on Thursday, prizes on Friday, etc. create a returning follower.

Always use the hashtag **#LifeInSpace** in your posts and encourage your followers to do the same.

## Facebook Promotions

### Star Gazer of the Week

Encourage followers to post photos of themselves at your theatre on opening weekend (or any time after the movie opens) and then choose a winning photo as your Facebook cover photo as the “Star Gazer of the Week.”

- **Example post:** Going to see The Search for Life in Space this weekend? Share a photo of yourself next to the movie poster in our lobby. The photo with the most likes will be used as our Cover Photo for one week!
- **UP THE ANTE:** Call for more interactive pictures like pretending to float in zero gravity.

### Sounds of the Earth

In 1977, the Voyager spacecraft launched into space carrying a golden record with sounds from Earth—laughter, a baby crying, a human heartbeat—so that extraterrestrial life could learn about life on our planet. Ask your audience to post the sounds they would include on the record.



- **Example post 1: Are we alone in the universe?** The Voyager spacecraft carries a message in a bottle – a golden record with sounds of Earth including a human heartbeat, music, laughter, rain and more. What sounds would you include?
- **UP THE ANTE:** Encourage your followers to post their own videos recording these sounds

## World Space Week (October 4-10)

The United Nations declared World Space Week as a time to celebrate the benefits of space science and technology to the betterment of the human condition. In 2015 there were more than 1,800 events in 73 countries, making it the largest public space event on Earth. Learn more about what's planned nationally and locally:

<http://www.worldspaceweek.org/>

- Use the World Space Week Facebook cover photo (in the holiday photo set)
- Recommended 1 post per day on each platform with postings about local happenings, theatre events, and photos.

**Posting Tip:** Check out what hash tags are trending for the day and incorporate any relevant trends into your post.

## Twitter Promotions

### Host a Twitter Party

Invite a character from the film, or local scientists to host a Twitter Party for your followers for an #AMA (Ask me anything!). They can tweet stories from filming, or answer questions about the movie or the science of astronomy.

- You can engage fans that have seen the film to get those “how’d they do that” questions answered
- Time a Twitter party to a major news event or space discovery

### Trivia Thursdays

Trivia is a great way to engage your audience and get them excited about what's in the film.

- **Example Tweet 1:** What are the 3 key ingredients for life? Answer w/ #LifeInSpace #triviathursday @[Theatre]
- **Tweet 2:** Stumped with the #LifeInSpace #thursdaytrivia question? Hint: You drink one, you burn one, and you leave a footprint of one
- **Tweet 3:** Answer: Water, Energy, and Carbon! Congrats to @[name] for answering correctly! We'll have #LifeInSpace #ThursdayTrivia Qs again next week!
- **UP THE ANTE:** Give away prizes for correct answers.

### Voyager's Voice

Have the Voyager Spacecraft or another spacecraft or telescope take over your twitter for the day and tweet from their perspective. Share with your audience what they are seeing and have them answer questions from your audience.

- **Example Tweet 1:** Voyager 1 here. I'm staring in a new giant screen movie, The Search for #LifeInSpace. Follow my journey @[Theatre]



# Instagram Promotions

## Inspirational Photos

We've created a collection of photos featuring inspirational quotes from our characters and other scientists ([see Inspiring Photo set](#)). Keep your posting copy minimal and let the photos speak for themselves.

**Posting Tip:** We've created photos formatted at 1080 x 1080 to fit the square dimensions Instagram. Download these photos from the resource site.



**UP THE ANTE:** Encourage your audience to share or like the photos for a chance to win tickets.

## Earth or ET?

It is uncanny how many places on Earth resemble the surface of another planet or moon and vice versa. Share one of these alien landscape photos and have your audience guess.

- **Example Post:** Is our Earth as unique as we think? Some alien landscapes look like they could be in our backyard. Comment if you think this photo is from Earth or outer space. See our world and others in The Search For Life in Space, opening [date] #LifeInSpace

**UP THE ANTE:** Ask your audience to post photos of places that they think look out of this world and tag your theatre for a chance to win tickets.



# Calendar Trends

## Daily Trends

Many social media platforms have daily trending hashtags or campaigns. Be a part of the conversation each day of the week.

- Monday -** #MotivationMonday – Many people need a kick-start to get back into the work week groove on Mondays. Offer an inspirational quote.  
**Ex:** Here is your #MotivationMonday photo from #LifeInSpace. Get inspired to reach for the stars when you see The Search for Life in Space opening [date]
- Tuesday -** #TravelTuesday – encourage your audience to use their imagination about what they would find traveling in the universe.
- Wednesday -** #WisdomWednesday – post a fun fact or inspirational photo.
- Thursday -** #TBT – Throwback Thursday is the most popular of all weekly trends. Post a behind the scenes photo.  
#Triviathursday – many twitter pages have trivia on Thursday. Incorporate the fun facts to attract trivia junkies.
- Friday -** #TGIF – post a beautiful photo and ask what the audience is thankful for  
#FridayNight – people are planning their weekends, share with them what they could do at the museum over the weekend, or for a date night.
- Saturday -** #SelfieSaturday – encourage the audience to share their photos of themselves at the theatre.
- Sunday -** #SelfieSunday – just as popular as #SelfieSaturday  
#SundayFunday – ask how the audience is spending their #SundayFunday and encourage them to do so at the theatre.

# Holidays

Holidays are another great way to join in a trending online conversation. The resource site includes [watermarked photos](#) for particular holidays, but for the rest, chose a relevant photo and hashtag the holiday.

2017 Holidays:

1/1	New Years Day	7/20	Man on the Moon day
2/12	International Darwin Day	8/24	Pluto Demoted Day
2/14	Valentine's Day	9/22	Autumnal Equinox
3/14	Pi Day	10/4 - 10	World Space Week
4/22	Earth Day	10/31	Halloween
5/14	Mother's Day	11/9	Carl Sagan's Birthday
6/8	World Oceans Day	11/23	U.S. Thanksgiving
6/18	Father's Day	12/25	Christmas
7/2	World UFO Day		

## Sample Copy:

**New Years Day** – Happy New Year! Today we are celebrating the 365 days that the Earth takes to travel around our star, the Sun! Tell us how you are celebrating, and come see the Sun and billions of other beautiful stars in The Search for Life in Space, Now Playing [Link] #LifeInSpace

**Valentines Day** – Happy Valentines Day! There are more ways to tell someone you love them than there are stars in the sky. Tag the person you love and tell us why you love them. Better yet, take them on a date to see The Search For Life in Space, Now Playing [Link] #LifeInSpace

**Earth Day** – Happy Earth Day! It is incredibly special to celebrate our planet since it is the only one in the universe that sustains life...or is it? Watch astrobiologists as they answer this question in The Search For Life in Space, opening [date]. Tell us, do you think there is life beyond our Earth? #LifeInSpace



**Mother's Day** – Today we celebrate all of our wonderful mothers. Take her on an outing to see The Search for Life in Space. Tell her there is no one else in the universe quite like her! [link] #LifeInSpace

**World Oceans Day** – Happy World Ocean’s Day! Life started on our Earth in the ocean, as water is a key to life. Celebrate World Oceans Day by searching for water and oceans on planets in outer space in our giant-screen film, The Search for Life in Space! [link] #LifeInSpace

**Father’s Day** – Happy Father’s Day! Have an adventure with dad this weekend with an out-of-this-world visit to see The Search for Life in Space! Tell us, what makes your dad one-of-a-kind in the universe? [link] #LifeInSpace

**World Space Week** – It’s World Space Week! How are you celebrating? We are so excited to be showing The Search for Life in Space and exploring the extremes of life in and out of this world. Now Playing! [link] #LifeInSpace

**Halloween** – Happy Halloween! How are you dressing up? If you’re thinking of dressing as an alien, you should see our giant screen film, The Search for Life in Space to get inspired about what life forms may look like in outer space! [link] #LifeInSpace

**Carl Sagan’s Birthday** – Billions and billions of birthday wishes for Carl Sagan. The famed astronomer, astrophysicist and author dreamt about life outside of our planet and laid the groundwork for the science in our giant screen film The Search for Life in Space, Opening [date]. Tell us, do you think there is #LifeInSpace?



# Sample Copy

## General Tag Lines:

Here are some copy examples to include with your posts.  
Remember to keep them short and engaging!

**Posting Tip:** Customize the copy from “coming soon” to “now playing” with a link to purchase tickets to engage your audience throughout the entire run of the film

- Who’s ready for an out-of-this-world adventure? The Search for Life in Space is coming to [Theatre] on [date]! #LifeInSpace
- If life is out there, how do we find it? How do they find us? The Search for Life in Space answers these question and many more. Become enlightened and see it on the giant screen on [date].
- See the beauty that the entire universe holds in The Search For Life in Space. Opening [Date] #LifeInSpace
- Are we alone? See the Search for Life in Space opening [date] and then tell us what you think! #LifeInSpace
- Everyday the closer we search for life in space, the closer we get to finding it. Join the search! See The Search for Life in Space today [link] #LifeInSpace
- See The Search for Life in Space and contemplate the most fundamental questions in the universe with the best thinkers alive. Opening [date] #LifeInSpace
- Experience the Solar System and beyond on the only screen large enough to capture the universe in The Search for Life in Space. Now Playing [link] #LifeInSpace
- Soar through the cosmos, dive to Earth’s depths and climb to its peaks. Experience all of the extremes the universe has to offer in The Search for Life in Space. Opening [date] #LifeInSpace
- Travel lightyears to witness the beauty of our planet, our Solar System and the universe in The Search For Life in Space! Showing daily on the only screen that can capture it all [link]
- The Search for Life in Space explodes off the screen in our IMAX/giant screen theatre! Rockets launch daily [link] #LifeInSpace

# Instagram Videos

These videos for Instagram are quick, very visual and best for sharing without too much copy. The 10 Instagram videos are 15-30 seconds and fit the square Instagram video format.

**Posting Tip:** To upload these videos to Instagram use your mobile device and go to <http://marketing.searchforlifeinspace.com/instagram-videos/> From the site you can download the video of your choice and then upload it to Instagram from your mobile device.

## 1 – Galaxies

The Search for Life in Space takes you out of your seat, out of this world and into galaxies far far away. New discoveries await. Tell us, what do you think you'll find? [link to tickets] #LifeInSpace

## 2 – Keck Observatory

The telescopes at the Keck Observatory in Hawaii search for exoplanets in some of the clearest night skies on Earth. See through their eyes in The Search for Life in Space, and tell us, what would you look for through these lenses? Opening [date] #LifeInSpace

## 3 – Voyager

Voyager 1 spacecraft launched in 1977 to observe planets like Saturn and has since become the first man-made object to enter interstellar space. If you had a front row seat on the spacecraft, what do you think you'd see? Travel alongside at light speed in The Search for Life in Space, opening [date] #LifeInSpace

## 4 – Saturn's Rings

Saturn boasts not only 7 rings, but also 62 moons and counting. Some of these moons may even sustain life! Could they be our next home? See them up close in The Search for Life in Space, and tell us if you'd make the move out there! [link] #LifeInSpace

## 5 – Hawaii

The Hawaiian Islands host some of Earth's most extreme environments, such as lava fields, desert mountains, volcanoes and caves. These demonstrate the extremes life will go through to not only survive, but flourish. See how scientists apply their findings to their search for life elsewhere in the universe in The Search for Life in Space [link] #LifeInSpace

## 6 – Hawaiian Time-lapse

In order to learn about life on other planets, it helps to understand how life takes hold on our Earth. Discover it all in The Search for Life in Space, now playing on the giant screen [link] #LifeInSpace

## 7 – Volcanoes

Volcanoes are part of the life cycle of many planets. Find out which planets could be just like ours in The Search for Life in Space, erupting now on our giant screen [link] #LifeInSpace

### **8 – Haleakala Silver Sword**

The Hawaiian volcanoes erupted from the ocean floor to create hard, rocky mountains. Not an easy place for life to flourish. The Haleakala Silver Sword, endemic to Hawaii, soaks up water not from the soil, but from vapor carried on the wind, proving where there's water, there's a way. Discover how life can thrive in the most peculiar places in The Search for Life in Space, and tell us, what unexpected places do you find life thriving? [link] #LifeInSpace

### **9 – Mars**

Ever wanted to colonize our neighbor, the Red Planet? Tag a friend you'd take on your own mission to Mars in The Search for Life in Space, coming soon [link] #LifeInSpace

### **10 – Rocket Launch**

How do we study outer space? We go there. Let our Giant Screen take you there with The Search for Life in Space, launching on [date] #LifeInSpace

## Fun Fact Copy

Each fun fact photo can be downloaded on the resource site. The italicized copy is on the photo, no need to repeat it in the post.

**Fact:** *The surface of Mars has canyons, volcanoes, dry lake beds, craters and evidence that water once flowed there.*

The surface of Mars resembles many of the landscapes on Earth from a possible ancient ocean. How would you image the Earth's surface without water? See these oddly familiar landscapes The Search for Life in Space, opening on the giant screen [date] #LifeInSpace

**Fact:** *Hawaii's Keck Observatory in Hawaii sits 13,796 feet above sea level and scans some of the clearest skies on Earth.*

Our new film The Search For Life In Space fills the giant screen with out of this world images taken from these telescopes. Stargaze with us this weekend, and tell us what you hope to see [link] #LifeInSpace

**Fact:** *Jupiter's intense gravitational pull on its moon Europa creates huge tides that crack the moon's icy crust.*

Because Jupiter and Europa are both so massive, the gravitational pull is extreme. Tag a friend that you want to pull along to see these otherworldly giants in The Search for Life in Space, Now Playing [link] #LifeInSpace

**Fact:** *Saturn's icy moon Enceladus is one of the few known places in the universe with liquid water!*

Liquid water is a huge clue for the potential for life! Now the question is, would you want to live where it is -330°F? Explore this frosted giant on our Giant Screen theatre on [date] #LifeInSpace

**Fact:** *Jupiter's moon Ganymede is the largest in the Solar System with an ocean beneath it's frozen crust.*

Just like the hydrothermal vent ecosystems in our deep oceans, life can flourish without light. Where there's water, there's a way! If you were to explore this massive planet and it's frozen ocean, what do you think you would find? Scratch it's surface in The Search for Life in Space, now playing! [link] #LifeInSpace



**Fact:** *The Pillars of Creation are massive clouds of gas and dust where new stars are being born.*

The Pillars of Creation are one of the many star factories in our galaxy, which have helped create billions and billions of stars. Float through these gaseous beauties in our latest dazzling giant screen film, The Search for Life in Space. [link] #LifeInSpace

**Fact:** *The Kepler Telescope has discovered more than 1,280 exoplanets by searching only 2% of the Milky Way!*

The telescope is so sensitive that it can tell when a star dims due to a planet orbiting around it. In it's first month, it found planets larger than Jupiter! See how it works and its amazing discoveries in The Search for Life in Space, now playing [Link] #LifeInSpace

**Fact:** *The Curiosity Rover maps the surface of Mars where it detects weather, radiation, and even signs of water!*

The Mars Curiosity Rover has a number of high tech cameras and monitoring tools that allow it to not only learn about the Martian landscape, but send the data back daily. Tag a friend you would want to ride along on the red planet with in our new giant screen film, The Search for Life in Space! [link] #LifeInSpace

**Fact:** *The Silversword survives dry desert conditions by collecting water straight from the atmosphere.*

Without moisture in the soils of the high and dry volcanic Haleakala Valley, plants must collect water in creative ways. See these adaptations and many more in The Search for Life in Space, and tell us, what are some of your own life hacks? #LifeInSpace

## Twitter Trivia

Here are 3 sample tweets for each #ThursdayTrivia. You can post more or less frequently depending on your audience engagement.

**Tweet 1:** Which spacecraft launched in 1977 with a record of Earth sounds attached? Answer w/ #LifeInSpace #ThursdayTrivia @[Theatre]

**Tweet 2:** Stuck on the #LifeInSpace #thursdaytrivia question? Hint: A famous TV show had a spaceship with the same name

**Tweet 3:** Answer: Voyager! Congrats to @[name] for answering correctly! We'll have #LifeInSpace #ThursdayTrivia Qs again next week!

**Tweet 1:** What are the 3 key ingredients for life? Answer w/ #LifeInSpace #ThursdayTrivia @[Theatre]

**Tweet 2:** Stumped with the #LifeInSpace #thursdaytrivia question? Hint: You drink one, you burn one, and you leave a footprint of one.

**Tweet 3:** Answer: Water, Energy, and Carbon! Congrats to @[name] for answering correctly! We'll have #LifeInSpace #ThursdayTrivia Qs again next week!

**Tweet 1:** One of Saturn's 53 moons has an atmosphere. Which one? Answer w/ #LifeInSpace #ThursdayTrivia @[Theatre]

**Tweet 2:** Are you spinning on the #LifeInSpace #thursdaytrivia question? Hint: It is named after a Greek god

**Tweet 3:** Answer: Titan! Its atmosphere makes it potentially habitable for life. Congrats to @[name]! More #LifeInSpace #ThursdayTrivia next week!

**Tweet 1:** How many exoplanets has the Kepler space telescope found? Answer w/ #LifeInSpace #ThursdayTrivia @[Theatre]

**Tweet 2:** Still searching for the #LifeInSpace #thursdaytrivia answer? Hint: there is 6 times the number of countries in the world.

**Tweet 3:** Answer: 1,284 and more every day. Congrats to @[name] for answering correctly! We'll have #LifeInSpace #ThursdayTrivia Qs again next week!

**Tweet 1:** in 2014 the Rosetta Mission landed on a comet, what did it find? Answer w/ #LifeInSpace #ThursdayTrivia @[Theatre]

**Tweet 2:** Gasping for the #LifeInSpace #thursdaytrivia answer? Hint: Humans need it, plants release it.

**Tweet 3:** Answer: Oxygen! Congrats to @[name] for answering correctly! We'll have #LifeInSpace #ThursdayTrivia Qs again next week!

## Quick Trivia

Use these fun nuggets of information on any of your platforms to engage your audience.

**Q:** How many moons are found in the Solar System?

**A:** 143 confirmed moons – Earth has 1, Mars has 2, Jupiter has 50, Saturn has 53, Uranus has 27, Neptune has 13

**Q:** How fast does the Voyager Spacecraft travel?

**A:** 17 km per second

**Q:** How many moons orbit Saturn?

**A:** 53 and counting

**Q:** Which of Saturn's moons are the largest?

**A:** Titan

**Q:** How many different species live in Hawaii?

**A:** more than 25,000, some found nowhere else on Earth

**Q:** What is the largest moon in the Solar System?

**A:** Ganymede, a moon of Jupiter

**Q:** In what year was the first exoplanet found outside the Solar System?

**A:** 1992

**Q:** How high is the Keck Observatory on Mauna Kea in Hawaii?

**A:** 13,796 feet above sea level

## Film Talent

### Meet Astrobiologist Lisa Kaltenegger

Post an introduction to the film's main character, **astrobiologist Lisa Kaltenegger**, and tag her on Facebook @Lisa Kaltenegger. Photos of Lisa can be found on the resource site.

**Lisa Kaltenegger** is an Associate Professor of Astronomy at Cornell University and Director of the Carl Sagan Institute. She is writing the rulebook on finding new planets and moons with the potential to sustain life in and beyond our Solar System. She is inspired to create a forensic toolkit to understand our place in this fascinating universe.



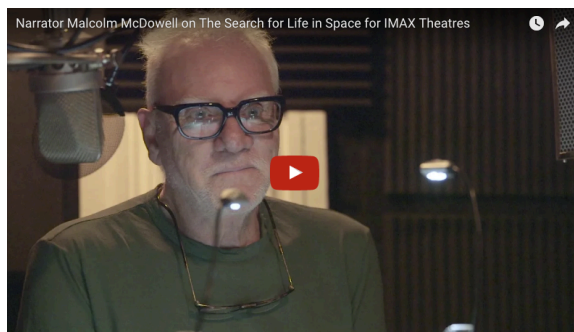
Tag and follow the Carl Sagan Institute at @CSInst on Twitter to get and share cutting edge updates from the field.

### Narrator Malcolm McDowell

Narrator Malcolm McDowell's promotional video is available on youtube: <https://youtu.be/BgYSXZ0U-WE> Share the video on your social channels or on your website.

Here is sample copy for the video:

The Search For Life in Space's Narrator and Golden Globe Nominee, Malcolm McDowell expresses his thoughts on the film, our universe and the IMAX experience. Listen as he tells to story of our innate human search to find answers in the cosmos. #LifeInSpace





# Sample Posting Calendar

Starting 2 months out from your film launch, you will want to start getting your audience excited and build anticipation for the film. This sample calendar will help you design your posting schedule across Facebook, Twitter and Instagram.

## 2 months from opening

**Facebook** – *recommended 2-3 posts per month*

- Like the MacGillivray Freeman [Facebook](#) page and Introduce the #LifeInSpace hashtag
- Post the trailer with your opening date.
- Let your audience know there will be great promotions to come and stay tuned
- Post fun facts or any Holiday photos

**Twitter** – *recommended 3-4 tweets per month*

- Like the MacGillivray Freeman [Twitter](#) page
- Post a link to the trailer with your opening date
- Introduce the #LifeInSpace hashtag and use it in all of your tweets
- Start #Triviathursday

**Instagram** – *recommended 2-3 posts per month*

- Like the MacGillivray Freeman [Instagram](#) page
- Post the Film Key Art with your opening date
- Share an Instagram video
- Introduce the #LifeInSpace hashtag and use it with all of your posts

**Posting Tip:** All posts should remind your audience to buy a ticket or join the fun. Include your opening date, or a link to purchase tickets whenever possible.

## 4 weeks from opening

**Facebook** – *recommended 1 posts per week*

- Introduce a Facebook promotion
- Post film stills
- Post inspirational photos and encourage your audience to share them

**Twitter** – *recommended 2 tweets per week*

- Introduce a Twitter promotion
- Continue #Triviathursday

**Instagram** – *recommended 1 posts per week*

- Post an Instagram video
- Post film stills

**Posting Tip:** All posts should have a call to action for your audience to like, share, comment, retweet, favor or in some way to engage with the conversation

## 3 weeks from opening

**Facebook** – *recommended 2 posts per week*

- Use the Search for Life in Space cover photo
- Post film stills
- Continue with any promotions
- Post any Holiday Photos

**Twitter** – *recommended 3 tweets per week*

- Use the Life In Space twitter skin or cover photo
- Introduce a second twitter promotion
- Continue #Triviathursday
- Tweet a fun fact photo

**Instagram** – *recommended 2 posts per week*

- Post an Instagram video
- Post an inspirational photo
- Share a fun fact photo

## **2 weeks from opening**

**Facebook** – *recommended 3 posts per week*

- Continue with any promotions
- Post film stills
- Share fun facts
- Introduce the characters (with photos and quick Bio)

**Twitter** – *recommended 3-4 tweets per week*

- Continue with any promotions
- Continue #ThursdayTrivia
- Introduce the characters with a photo

**Instagram** – *recommended 2-3 posts per week*

- Post a film still
- Post an Instagram video
- Share a fun fact photo

## **Opening Week**

**Facebook** – *recommended 1-2 posts per day with a link to purchase tickets*

- Announce any special events (with bios of speakers if planned)
- Run a promotion like “Sounds of the Earth”
- Post fun facts
- Post a video

**Twitter** – *recommended 2-3 tweets per day, all with a link to purchase tickets*

- Announce any special events
- Run a promotion like a Twitter Party

**Instagram** – *recommended 1 post per day with a link to purchase tickets*

- Post Instagram videos
- Announce any special events with photos of characters or theatre lobby
- Post inspirational photos
- Run a promotion like “Earth or ET”

## **Opening Day**

**Facebook** – *recommended 2-3 posts per day*

- Re-post trailer
- Announce any special events
- Ask audience to share their photos at the opening
- Share or like any audience posts during the opening events

**Twitter** – *recommended 3-4 tweets per day*

- Post a link to the trailer
- Announce any special events
- Ask audience to live tweet their experiences during the opening
- Retweet or favor any audience posts during the opening

**Instagram** – *recommended 2 posts per day*

- Post an Instagram video
- Announce any special events with photos of the characters
- Ask audience to post selfies during the opening
- Like any photos of your audience at the opening

## **Week following opening**

**Facebook** - *recommended 1 post per day with a link to purchase tickets*

- Start “Stargazer of the Week” promotion weekly
- Post a #TBT photo of the opening on Thursday (Throwback Thursday)
- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening

**Twitter** - *recommended 1 tweet per day with a link to purchase tickets*

- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening
- Post a #TBT photo of the opening on Thursday

**Instagram** - *recommended 1 post per day with a link to purchase tickets*

- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening
- Post a #TBT photo of the opening on Thursday
- Share Instagram videos

## **Post opening**

**Facebook** - *recommended 3-4 posts per month*

- Continue with “Stargazer of the Week”
- Post more films
- Post for any holidays
- Post for weekend or date night shows
- Post any behind the scenes photos as a #TBT post

- Run a promotion during peak theatre seasons (spring break, summer vacation, summer camps, winter vacations, etc.)

**Twitter** - *recommended 3-5 tweets per month*

- Continue with Trivia Thursday
- Tweet photo for any holidays
- Tweet for weekend or date night shows with link to purchase tickets
- Tweet any behind the scenes photos as a #TBT post
- Run a promotion during peak theatre seasons (spring break, summer vacation, summer camps, winter vacations, etc.)

**Instagram** - *recommended 3-4 posts per month*

- Post Instagram videos
- Post inspirational quotes
- Post any holiday photos
- Run a promotion during peak theatre seasons (spring break, summer vacation, summer camps, winter vacations, etc.)

## Additional Hashtags

#alienlife	#marsrover	#wherethereswatertheresa
#alienworlds	#martian	way
#astrobiologist	#martiansummer	
#astronomy	#mercury	#haleakala
#beyondthesolarsystem	#messageinabottle	#haleakalasilversword
#carlsagan	#messengerprobe	#Hawaii
#carlsaganinstitute	#milkyway	#Hawaiianislands
#cassini	#missiontomars	#keckobservatory
#clouds	#nature	#maunakea
#constellation	#outerspace	#remote
#cosmicradiation	#pillarsofcreation	#volcanoes
#cosmos	#planets	#waterfall
#discovery	#rocket	
#earth	#saturn	#astrophoto
#enceladus	#science	#astrophotography
#endlesspossibilities	#signsoflife	#beauty
#europa	#sky	#curiosity
#extraterrestrial	#solarsystem	#didyounow
#extremeconditions	#space	#evidence
#firstsignoflife	#spacecraft	#explore
#galaxy	#spaceflight	#imagine
#ganymede	#spacetravel	#inspiration
#goldenrecord	#stars	#photooftheday
#greetingsfromearth	#sun	#nightphoto
#hubble	#tardigrade	#nightpics
#interstellar	#telescope	#nightscape
#jupiter	#thesearch	#nightsky
#justthebeginning	#titan	#starrynight
#kepler	#universe	#trivia
#keyingredientsforlife	#voyager	#wonder
#lava	#water	
#mars		

# Social Media Resources

## Websites

<http://www.space.com/>  
<http://www.spacedaily.com/>  
<http://hubblesite.org/>  
<http://www.nasa.gov/>  
<http://keckobservatory.org/>  
<http://carlsaganinstitute.org/>

## Facebook accounts to follow

[NASA](#)  
[NASA Earth](#)  
[Space.com](#)  
[SpaceX](#)  
[Hubble Space Telescope](#)  
[Keck Observatory](#)  
[Lisa Kaltenegger](#)

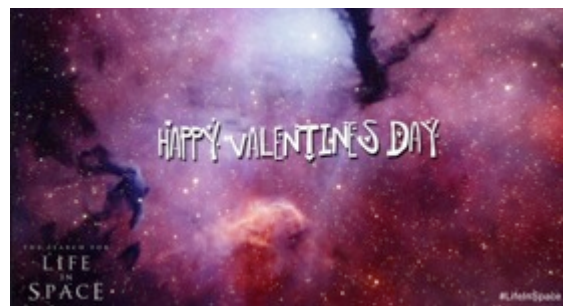
## Twitter accounts to follow

[@NASA](#)  
[@NASA\\_Astronauts](#)  
[@NeilTyson](#)  
[@AstronomyMag](#)  
[@SetiInstitute](#)  
[@Spacedotcom](#)  
[@NASA\\_hubble](#)  
[@CassiniSaturn](#)  
[@NASAVoyager](#)  
[@NASAWebb](#)  
[@CSInst](#)

## Instagram accounts to follow

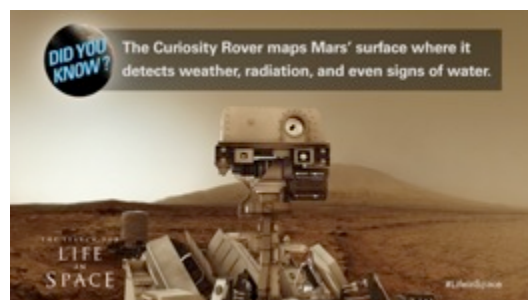
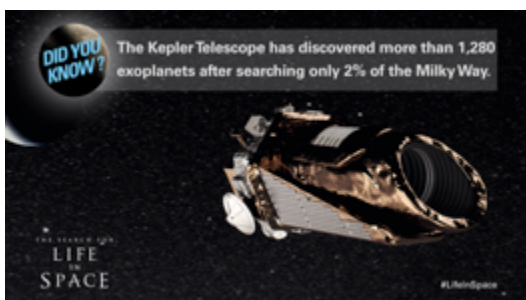
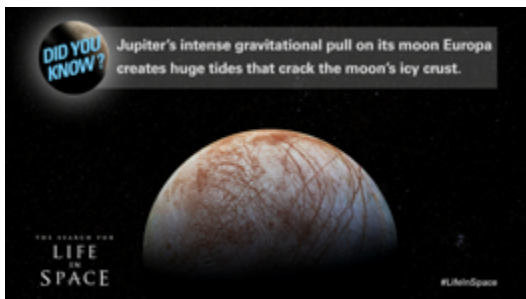
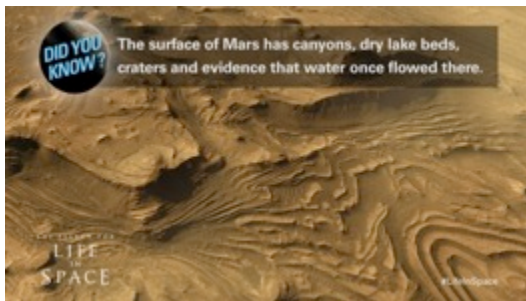
[@NASA](#)  
[@yourdailyuniverse](#)  
[@astrophysics](#)  
[@keckobservatory](#)  
[@Nasagoddard](#)  
[@Marscuriosity](#)  
[@ISS](#)  
[@Universe247](#)  
[@Spacex](#)  
[@Roscosmofficial](#)

## Holiday Photos



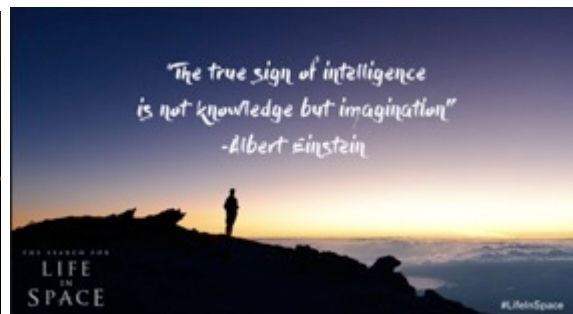
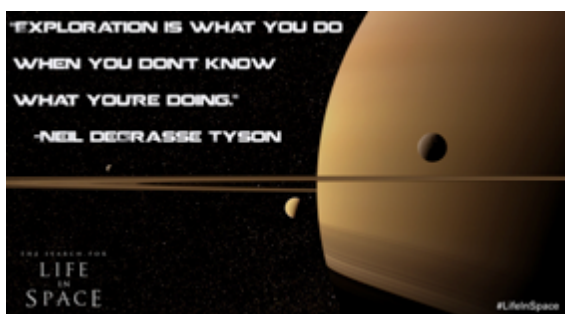
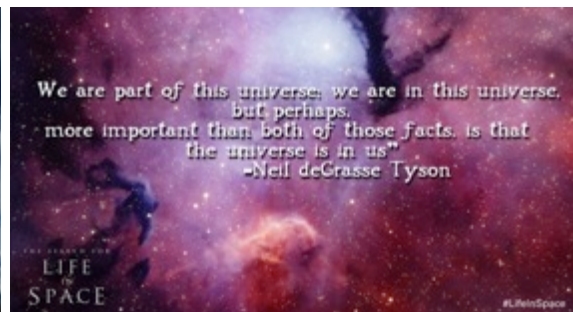
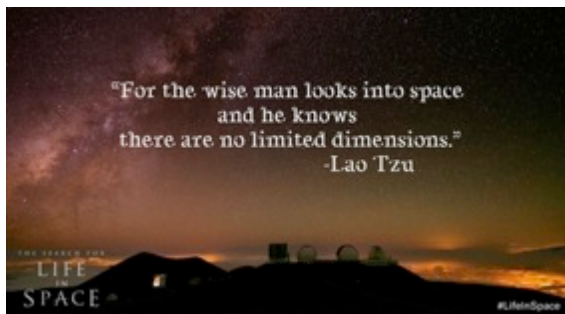
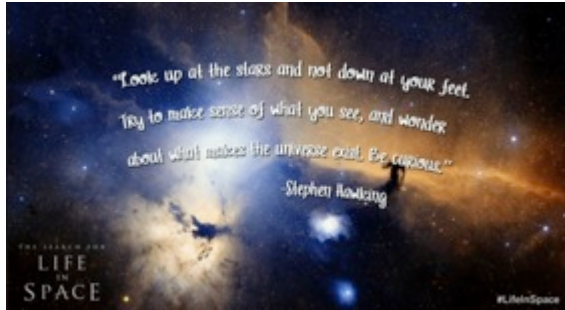


## Fun Facts





# Inspirational Photos



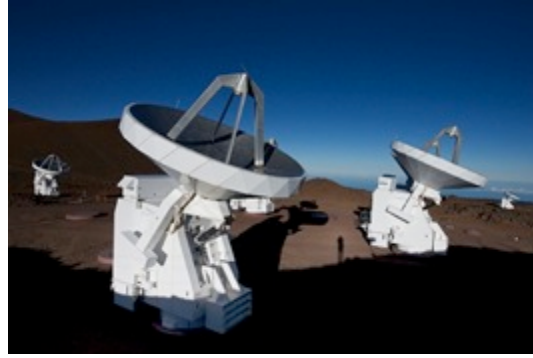
## Stills captions and credits



**Image 01 – Keck Observatory at Night**

On the summit of Hawaii's dormant volcano, Mauna Kea, the telescopes at the Keck Observatory scan the night sky.

Copyright: 2016 December Media



**Image 04 – Radio Telescopes 1**

The radio telescopes at the Keck observatory emit radio waves to gather data about the solar system and beyond.

Copyright: 2016 December Media



**Image 02 – Sky Watchers**

Stargazers look out into the near and distant galaxies at night.

Copyright: 2016 December Media



**Image 05 – Silver Sword**

The Haleakala Silver Sword is found only on the islands Hawaii and flourishes in this extremely high and dry environment.

Copyright: 2016 December Media



**Image 03 – Mauna Kea Lookout**

The summit of Mauna Kea rises above the clouds at 14,000 feet above sea level and provides stunning views of both the Hawaiian Islands and the night sky.

Copyright: 2016 December Media



**Image 06 – Launch**

Space shuttles launch into outer space carrying information and searching for data to bring back to Earth.

Copyright: 2016 December Media



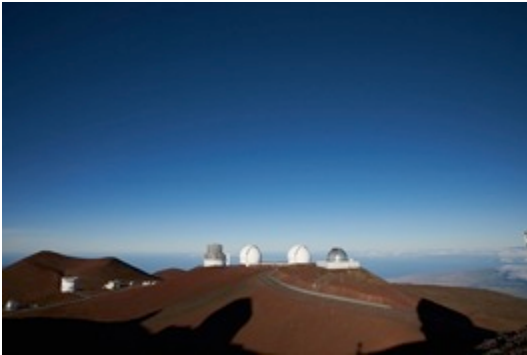
**Image 07 – Keck Observatory at Morning**

The telescopes at the Keck Observatory look into the clearest night skies on Earth. Copyright: 2016 December Media



**Image 10 – Pillars of Creation**

The Hubble Telescope first photographed the Pillars of Creation- gas and dust clouds that create new starts. Copyright: 2016 December Media



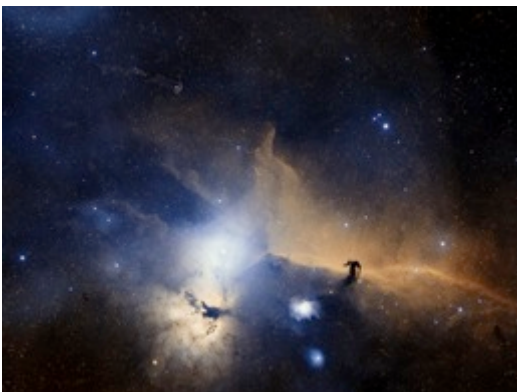
**Image 08 – Mauna Kea Observatories**

Mount Mauna Kea in Hawaii hosts the world's largest astronomical observatory with 13 working telescopes operated by astronomers from 11 countries. Copyright: 2016 December Media



**Image 11 – Kepler Space Telescope**

The Kepler Space Telescope searches for planets beyond our Solar System. Copyright: 2016 December Media



**Image 09 – Nebula 1**

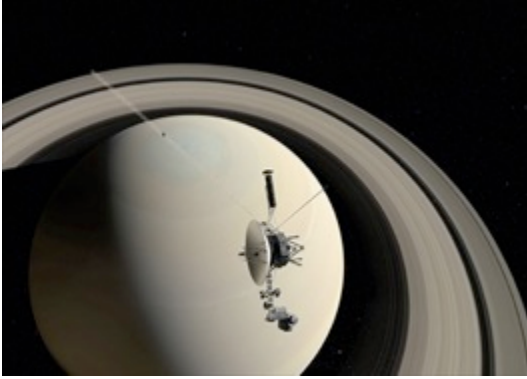
This blue and gold nebula shines brightly in the night sky. Copyright: 2016 December Media



**Image 12 – Messenger Space Craft**

NASA's Messenger Spacecraft orbits Mercury and collects data in our solar system. Copyright: 2016 December Media





**Image 13 – Voyager**

The Voyager spacecraft crosses Saturn to collect data from the gas giant and its moons. Copyright: 2016 December Media



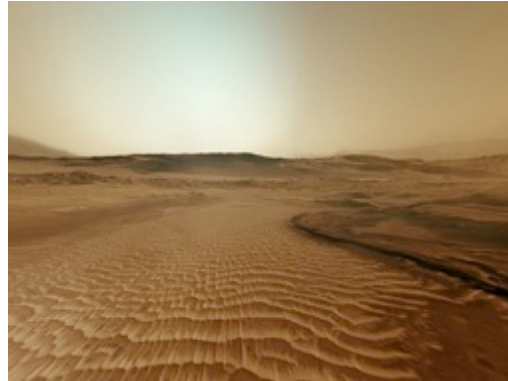
**Image 16 – Mars Curiosity Rover**

The Mars Curiosity Rover explores the Martian surface for clues of life. Copyright: 2016 December Media



**Image 14 – Space Shuttle**

The Space Shuttles open its shields to test the effects of solar and cosmic radiation as it orbits Earth beyond the atmosphere. Copyright: 2016 December Media



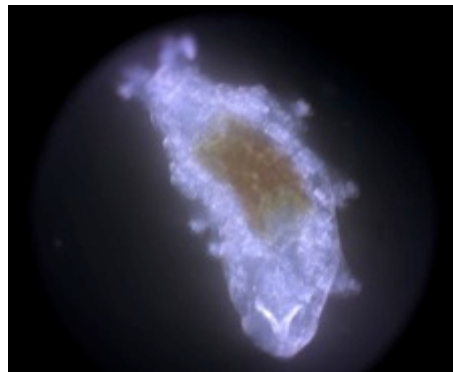
**Image 17 – Martian Surface**

The Martian surface can appear similar to our Earth's and shows many clues to sustaining both liquid and ice water. Copyright: 2016 December Media



**Image 15 – Jupiter Moon**

Europa, the smallest of Jupiter's Galilean moons, passes in front of the gas giant. Copyright: 2016 December Media



**Image 18 – Tardigrade**

The Tardigrade, or "water bear" is a micro-animal that can withstand solar radiation outside of the Earth's atmosphere. Copyright: 2016 December Media



**Image 19 – Ohia Tree**

The Ohia Tree is one of the first plants to grow on hardened lava, making way for new plant life to flourish in this uninhabitable environment.

Copyright: 2016 December Media



**Image 20 – Ohia Roots**

Scientists explore the Ohia Tree roots that grow into underground caves. Copyright: 2016 December Media



**Image 21 – Volcanic Eruption**

The Hawaiian Islands are born from active volcanoes, like many planets and moons. Copyright: 2016 December Media



**Image 22 – Lisa Kaltenecker at the Keck Observatory**

Lisa Kaltenecker overlooks the Mauna Kea summit at the Keck Observatory.

Copyright: 2016 December Media



**Image 23 – Hawaii Waterfall**

The Hawaiian Islands have a diverse and unique fauna and flora that flourish in extreme environments because of the abundance of water

Copyright: 2016 December Media



**Image 24 – Radio Telescopes 2**

The Radio Telescopes at the Keck Observatory point toward clear skies to gather information about our universe. Copyright: 2016 December Media



**Image 25 – Haleakala Silver Swords**

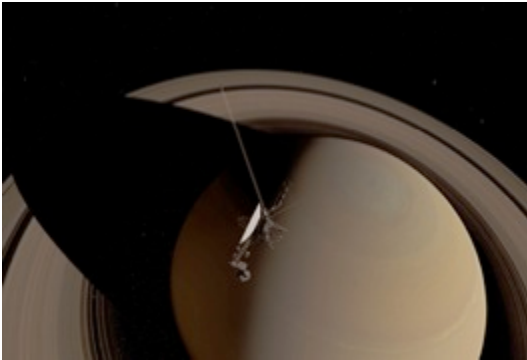
The Haleakala Silver Sword flourishes in dry environments by collecting moisture from clouds onto its hair-like leaves.

Copyright: 2016 December Media



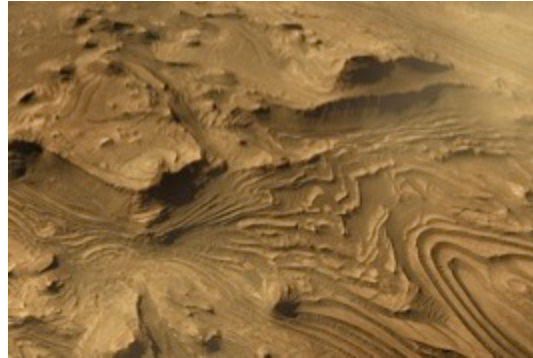
**Image 28 – Europa**

The cracks in the ice crust of Jupiter's moon Europa suggests an ocean of water beneath. Copyright: 2016 December Media



**Image 26 – Voyager Spacecraft 2**

The Voyager Spacecraft crosses Saturn on its way to interstellar space to collect data on the outermost edge of the Sun's domain. Copyright: 2016 December Media



**Image 29 – Mars Surface Aerial**

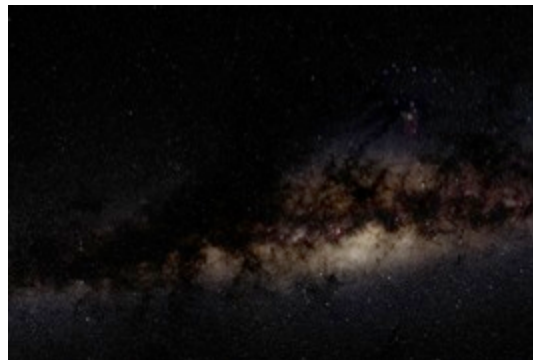
The absence of an atmosphere on Mars leaves it vulnerable to solar radiation and high winds that shape landscapes. Copyright: 2016 December Media



**Image 27 – Enceladus**

Saturn's Moon Enceladus erupts plumes of water vapor from its frozen surface.

Copyright: 2016 December Media



**Image 30 – Milky Way Galaxy**

Our solar system is a part of the Milky Way that can be seen with the naked eye on a clear night's sky.

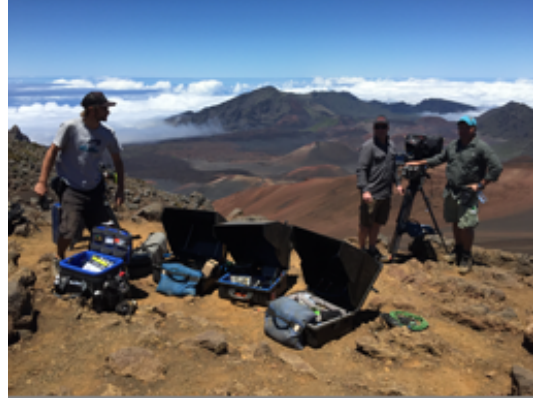
Copyright: 2016 December Media





**Image 31 – Juno Spacecraft**

The Juno Probe orbits the gas giant Jupiter and monitors the planet's raging storms.  
Copyright: 2016 December Media



**Image 34 – Filming in Haleakala**

Behind the scenes as the crew sets up to film in the Haleakala Valley, in Hawaii.  
Copyright: 2016 December Media



**Image 32 – Lisa Kaltenegger**

Astrobiologist, Professor of Astronomy at Cornell University and Director of the Cal Sagan Institute, Lisa Kaltenegger writes the rulebook on searching for life in space.  
Copyright: Elisabeth Schuh



**Image 35 – Hawaiian Lava**

Lava cools and flows into the ocean creating new land in Hawaii.  
Copyright: 2016 December Media



**Image 33- The Road to Keck Observatory**

The telescopes at the Keck Observatory observe the universe with unprecedented power and precision. Copyright: 2016 December Media



**Image 36 – Nebula 2**

Gas and stars create this beautiful pink nebula.  
Copyright: 2016 December Media



**Image 37 – Mars Curiosity Rover 2**  
The Mars Rover uses cameras, drills, x-rays and lasers to examine the surface of Mars.  
Copyright: 2016 December Media



**Image 40 – The Milky Way Close Up**  
Our galaxy, the Milky Way, is made up of billions or stars and solar systems.  
Copyright: 2016 December Media



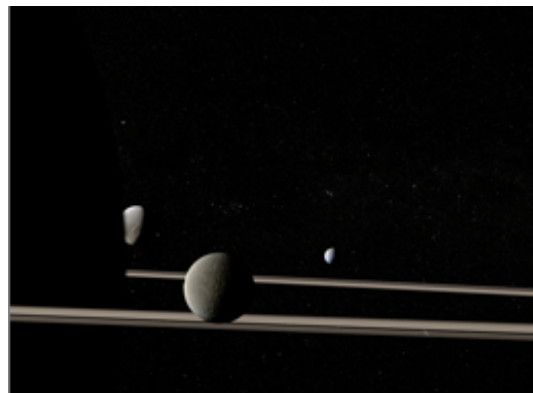
**Image 38 – Golden Record**  
The Voyager Spacecraft carries a golden record with the sounds of Earth through the galaxy, as a message in a bottle to any life form that it finds.  
Copyright: 2016 December Media



**Image 41 – Ganymede**  
Jupiter's moon Ganymede is the largest moon in the solar system.  
Copyright: 2016 December Media



**Image 39 – Saturn's Rings**  
Saturn and its rings are orbited by 62 planets and counting.  
Copyright: 2016 December Media



**Image 42 – Saturn's moons**  
Saturn has 62 moons, and counting. Some have the potential to sustain life.  
Copyright: 2016 December Media

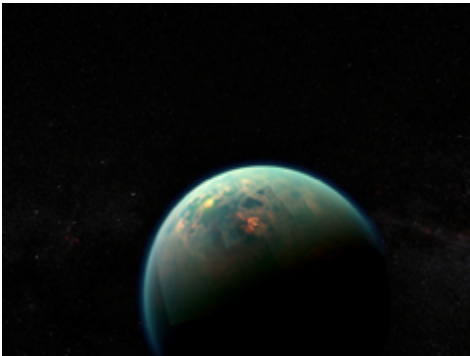




**Image 43 – The Keck Observatory at Sunset**

The sun set behind the Keck Observatory on the summit of Mauna Kea in Hawaii.

Copyright: 2016 December Media



**Image 44 – Titan**

Saturn's largest moon, Titan, is the only object other than Earth with clear evidence of liquid water.

Copyright: 2016 December Media



**Image 45 – Hydrothermal Vent**

Life thrives in the extremes of deep ocean hydrothermal vents, proving that life can flourish almost anywhere with water, energy and carbon.

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