

## How to Get an Audience for Your Watch Party

If you're planning a community event, the most important step is to make sure you have an audience for your fabulous screening!

If you work at an organization that already communicates regularly with a customer or client base, tell them all about your watch party through your email list, newsletter, or social media.

If you're not regularly in touch with your community members through online means, you might need to get creative!

### A few promotional ideas to get you started:

1. Facebook: Many neighbourhoods have Facebook groups set up for people who live in that area. See if you can find the one for your own neighbourhood, and be sure to post there.
2. Online places of interest: For example, if your event is for families, try posting it on a parenting blog; if you're screening a film that features hockey, try to connect with your community hockey teams.
3. Keep it local: Reach out to businesses or influencers in your area to see if they would be willing to promote your event on their social media channels.
4. Go straight to the top: Invite your City Councillor, Mayor, or other local politicians and community leaders, and ask them to help promote your event in the spirit of bringing the community together during challenging times.

### Don't forget to make use of our handy NCFD resources:

1. Use our *Press Kit and Social Media Assets*: It includes Facebook and Twitter banner images, frames for your social media avatar, sample tweets, posters, and other great resources to help you dress up your online presence for NCFD and tell the world what you'll be up to on April 20.
2. We also have Games, quizzes, digital sticker packs and more! This *Digital Party Kit* full of fun goodies will help you turn a solo-screening into a party! We've even got recipes for Canadian-themed snacks!

3. Make sure to **connect with us**, before and on April 20, on Facebook, Twitter and Instagram @canfilmday and always use #canfilmday when talking about your watch party. That way we can promote your event to our national audience of Canadian film fans!

**Whether you're inviting an exclusive group or posting an open invite, don't forget to include the following information:**

1. What great Canadian film you're watching!
2. Where and when to watch the film.
3. Where, when and *how* to engage online.