



## The *From Our Perspective* Social Media Toolkit

**RAW REAL HONEST AUTHENTIC UNFILTERED**



Tag our official account on all platforms: @edchoice

Graphics: [Download images here](#)

Sizing for images: 1080x1080 is for Instagram feed, 1920x1080 is for Facebook and Twitter

### Twitter and Facebook:

- Retweet/Repost @edchoice's posts
- **For the hub-** Post and repost this at your leisure. We want to continuously drive people to the resource hub.
  - The "From Our Perspective" resource hub is live! This is your one-stop-shop to get videos and other resources to help facilitate conversations about the documentary, education and how we can reimagine the system. Hub link: <https://www.edchoice.org/fromourperspective/>
- For June 30 screening
  - **Post about a week before:** If you're in the New Orleans area next week, @edchoice is having a screening of their first documentary, "From Our Perspective." You can still register to attend the screening here: <https://www.edchoice.org/from-our-perspective-the-road-tour/>  
**[Image: FOP movie poster]**
  - **Post on June 30 (in the morning):** Today's the day! @edchoice is showing their new documentary, "From Our Perspective", in New Orleans. Can't make it to the screening? Check out the documentary on their resource hub: <https://www.edchoice.org/fromourperspective/>

**[Image: FOP movie poster]**

- For July 23 screening
  - **Post about a week before:** Washington, D.C. is up next! @edchoice is showing a screening of their new documentary, “From Our Perspective”, and they want you to see it. This screening has a limited capacity so register to attend now: <https://www.edchoice.org/from-our-perspective-the-road-tour/>  
**[Image: FOP movie poster]**
  - **Post on July 30 (in the morning):** Will you be attending the screening today in D.C.? @edchoice is excited to show their new documentary, “From Our Perspective”, that showcases voices in the Black community who are working for education reform. Check out the film here: <https://www.edchoice.org/fromourperspective/>  
**[Image: FOP movie poster]**

The following posts can be made in any order you like. We would like the pacing to be at least one post a week. Also, feel free to repost anything from EdChoice. When posting on Facebook, use the video teaser clips, it could make for a more dynamic post.

- **RAW** – @edchoice’s new documentary, “From Our Perspective”, shows the raw feelings of people who are passionate about their work in education reform. Link: <https://www.edchoice.org/fromourperspective/>  
**[RAW still image/ teaser clip]**
- **REAL** – Real advocates. Real conversations. Real work. Watch “From Our Perspective” to see some of our partners in the education reform space share their perspectives on how we can reimagine the system. Link: <https://www.edchoice.org/fromourperspective/>  
**[REAL still image/ teaser clip]**
- **AUTHENTIC** - @edchoice created their new documentary “From Our Perspective” to showcase the voices and authentic experiences of African American education reformers. Visit their hub to stream the full film. Link: <https://www.edchoice.org/fromourperspective/>  
**[AUTHENTIC still image/ teaser clip]**
- **HONEST** – Trying to change the education system presents challenges that need to be honestly discussed. Stream the @edchoice documentary “From Our Perspective” to see how some voices in the African American community work towards a better future for our kids. Link: <https://www.edchoice.org/fromourperspective/>  
**[HONEST still image/ teaser clip]**
- **UNFILTERED** – Unfiltered dialogue from changemakers who want to reimagine what the K-12 education system looks like – that’s what the new @edchoice documentary gives viewers. Stream the full-length film here: <https://www.edchoice.org/fromourperspective/>  
**[UNFILTERED still image/ teaser clip]**

## Instagram:

Share @edchoice posts on your Instagram Stories (make sure to tag @edchoice when you do.) Please also use this URL: <https://www.edchoice.org/fromourperspective/> in your Instagram Stories by adding and pasting into the “Link” button.

- **RAW** – @edchoice’s new documentary, From Our Perspective, shows the raw feelings of people who are passionate about their work in education reform. **[RAW teaser clip]**
- **REAL** – Real advocates. Real conversations. Real work. Watch “From Our Perspective” to see some of our partners in the education reform space share their perspectives on how we can reimagine the system. **[REAL teaser clip]**
- **AUTHENTIC** - @edchoice created their new documentary “From Our Perspective” to showcase the voices and authentic experiences of African American education reformers. Visit their hub to stream the full film. **[AUTHENTIC teaser clip]**
- **HONEST** – Trying to change the education system presents challenges that need to be honestly discussed. Stream the @edchoice documentary “From Our Perspective” to see how some voices in the African American community work towards a better future for our kids. **[HONEST teaser clip]**
- **UNFILTERED** – Unfiltered dialogue from changemakers who want to reimagine what the K-12 education system looks like – that’s what the new @edchoice documentary gives viewers. **[UNFILTERED teaser clip]**