



Social Media Toolkit

Thank you for your support and partnership and for helping us spread the word about UNLADYLIKE2020. Please find resources below to share news of the series with your networks, including sample language and graphics.

Please reach out to us if you have questions, need something you don't see here, and/or are interested in hosting a virtual screening by emailing info@unladylike2020.com

Project Synopsis:

UNLADYLIKE2020 is an innovative multimedia series featuring diverse and little-known American heroines from the early years of feminism, and the women who now follow in their footsteps, in honor of the 100th anniversary of women's suffrage in 2020.

The first of our 26 animated documentary shorts premiered online on March 4, with a new digital short rolling out weekly every Wednesday until Women's Equality Day on August 26, 2020, the day the 19th Amendment was signed into law 100 years ago.

Where do I find the films?

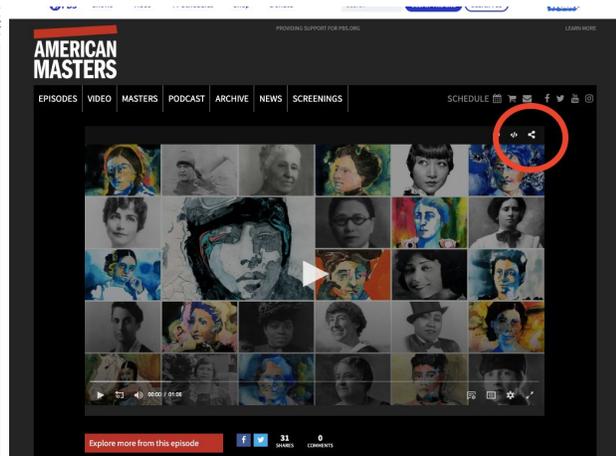
UNLADYLIKE2020 films can be accessed in the following places:

UNLADYLIKE2020 website: <https://unladylike2020.com/>

American Masters website: <https://www.pbs.org/unladylike2020>

American Masters YouTube channel: <https://www.youtube.com/user/AmericanMastersPBS>

All of those video players have share buttons, making it easy for you to embed videos in your social media posts. Here are examples:





Where do I find the latest social media posts about the project?

PBS American Masters will be posting about the project multiple times per week from early March through the end of August across their social media accounts (Facebook, Instagram, Twitter). Be sure to follow all of their accounts to keep up-to-date on the latest posts, which you can share with your followers.

TW: [@PBSAmerMasters](#) **FB:** [@americanmasters](#) **IG:** [@pbsamericanmasters](#)

The UNLADYLIKE2020 production team will also be posting content about the project. You can follow us here:

TW: [@unladylike2020](#) **FB:** [@unladylike2020](#) **IG:** [@unladylike2020](#)

Information about the women featured:

In order to help you craft social posts and share information about each new UNLADYLIKE2020 short film, we are providing short descriptions/bios of each woman we are profiling - you can access those [here in our Series Guide](#). Bessie Coleman was the first film to premiere. Below are sample social media posts for that episode. They serve as a good example of the types of posts you can create for each of the women we profile.

Images of the women featured:

Each short film has an accompanying signature portrait of the historical woman featured in the film. [In this folder](#), you will find all of those images for use on social media. Please be sure to include the credit line wherever possible: "Original artwork by Amelie Chabannes."

Videos of the women featured:

[In this folder](#), you will find all video assets for use on social media. Please be sure to include the appropriate credit for the social media accounts shown above.

What's the best way to share this content?

Please help us spread the word on social. Sharing the content (share on Facebook, repost on Instagram, and retweet on Twitter) is a great way to help us create buzz. Here are some additional options for sharing on Facebook.

Facebook

On Facebook, American Masters can whitelist your organization, which means that you may then share their posts in a way that will look native to your Facebook account, as opposed to them looking like shared or copied content. If you would like to be whitelisted with American Masters,



please provide your Facebook handle (username) to the UNLADYLIKE2020 team by emailing Alice@unladylike2020.com.

You may also create your own Facebook posts by embedding links to each video. (See instructional images above that point out where you can find links to embed.) When posting about a particular short, you may find a description of the film and useful information about each woman on the [American Masters website](#) when her short is close to release. Feel free to use/adapt/localize all of that information to craft your posts. To help you get started, we have provided some sample language below about the project.

Sample posts to be used throughout the project

Facebook:

We're excited to be partnering with [Unladylike2020](#) to shine a light on unsung women who have changed America. From actors and engineers to bankers and politicians, this innovative documentary series will introduce us to 26 women who dared to be unladylike. Follow [@Unladylike2020](#) and PBS's [@American Masters](#) to make sure you catch a new episode each week!

[Link to trailer: <https://www.youtube.com/watch?v=Y2MAaUhloXE>]

Instagram:

[Use with [the grid image](#)]

Unsung women who changed America — that's what UNLADYLIKE2020 is all about. We're so excited to be partnering with this project and to share the stories of 26 daring women who helped shape our world. Watch this space to learn more about these incredible women, and follow our partners [@americanmasterspbs](#) and [@unladylike2020](#) as they share even more about the lives of inspiring and little known heroines.

[#unladylike2020PBS](#) [#americanmastersPBS](#) [#trailblazersPBS](#) [#unladylike2020](#)

Twitter:

Meet 26 unsung women who changed America. UNLADYLIKE2020 premieres a new short film each week!

[@PBSAmerMasters](#) [@unladylike2020](#)

[Link to trailer: <https://www.youtube.com/watch?v=Y2MAaUhloXE>]

Example posts about Bessie Coleman short (premiered on March 4, 2020)

Facebook:



Every American aviation school told Bessie Coleman no. Then she became the first African American to hold an international pilot's license. Watch her inspiring story from our partners at @americanmasterspbs and @unladylike2020.

[LINK TO [American Masters video](#) or [YouTube video](#)]

Instagram:

[Use with Bessie Coleman painted portrait and/or archival portrait - available to [download here](#).]

Every American aviation school told Bessie Coleman no. Then she became the first African American to hold an international pilot's license. Link in bio to watch her inspiring story. [Alt language: Follow our partners @americanmasterspbs and @unladylike2020 for more trailblazers]

#unladylike2020PBS #unladylike2020 #americanmasterspbs #trailblazerspbs #bessiecoleman

[Please include the following credit line if using the painted portrait: Original artwork by Amelie Chabannes. If using the archival portrait, please include: Courtesy of Smithsonian National Air and Space Museum.]

Twitter:

Who was the first African American to hold an international pilot's license? Bessie Coleman. We should all know her story.

@PBSAmerMasters @unladylike2020

#unladylike2020PBS #unladylike2020 #americanmasterspbs #trailbalzerspbs #bessiecoleman

[LINK TO [American Masters video](#) or [YouTube video](#)]

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UNLADYLIKE 2020



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