



Social Media Toolkit

Get ready to vote for the exciting gains in the 2025 Commercials Contracts!

SAG-AFTRA's National Board overwhelmingly approved the 2025 Commercials Contracts tentative agreements reached with the Joint Policy Committee on April 12. With the Board's approval and recommendation of a "yes" vote, the deal now goes to the union's membership for ratification.

Share the news with your fellow SAG-AFTRA members, get involved and vote by May 21, 2025 at 5 p.m. PT.

We've included sample captions, graphics and key messages for your consideration. Or, even better, use your own words to share why you're voting for the 2025 Commercials Contracts.

Or, you can simply repost SAG-AFTRA's social media ([X/Twitter](#), [Bluesky](#), [Instagram](#), [Facebook](#), [TikTok](#)).

SAMPLE SOCIAL POSTS

SAMPLE POST 1:

I voted for the 2025 Commercials Contracts! Have you? #SagAftraMember 🤔

Learn more about the exciting gains, from an increased pension & health contribution rate to the STRONGEST A.I. protections yet! Check it out at sagaftra.org/commercials2025.

SAMPLE POST 2:

Did you hear about the 2025 Commercials Contracts? We got an increase of up to 33.33% for one-year streaming use fees AND paid use on YouTube.com now commands a 12% increase over the current Traditional Digital rates. THAT'S what I'm voting for. Learn more at sagaftra.org/commercials2025.

SAMPLE POST 3:

I'm voting for more than \$218 MILLION in new earnings and benefit plan contributions! 🙌 Join me and vote for the 2025 Commercials Contracts by May 21 at 5 PM PT. Learn more at sagaftra.org/commercials2025. #SagAftraMember

SAMPLE POST 4:

More money? Yes please! The new 2025 Commercials Contracts offer compounded increases in performer compensation at a rate of 5% in year one, 4% in year two, and 3% in year three. 🙌

#SagAftraMember, VOTE NOW and use your voice! Learn more at sagaftra.org/commercials2025.

SAMPLE POST 5:

Are you ready to vote for the 2025 Commercials Contracts? Everything you need to know is available at sagaftra.org/commercials2025! #SagAftraMembers, make an informed choice and use your voice!

SAMPLE POST 6:

The 2025 Commercials Contracts have the STRONGEST 🙌 A.I. 🙌 PROTECTIONS 🙌 of any SAG-AFTRA contract yet! Yeah, that's getting my vote.

#SagAftraMembers, join me and vote by May 21 at 5 PM PT. Learn more at sagaftra.org/commercials2025.

KEY MESSAGES

- The three-year deal nets \$218.4 million in new earnings and benefit plan contributions.
- We locked in real wage growth, increasing compensation 5% in year one, 4% in year two, and 3% in year three.
- One-year streaming use fees have been increased by up to 33.33% to stay ahead of the curve with the transforming advertising industry.
- Paid use on YouTube.com now commands a 12% increase over the current Traditional Digital rates — a restructuring that reflects its rise as a premium platform.
- Performers' data can't be used to train A.I. without consent.

- Performer consent is required before any digital replica is created.
- Use of a digital replica to generate a performance requires informed consent and triggers a 1.5x session fee plus applicable holding and use fees.
- Provisions that ensure a level playing field in generative A.I. and remove economic advantages to the use of synthetic performers.
- The total pension and health contribution rate is raised from 20.5% to 23.5%, subject to a waiver reduction for JPC authorizers to 19.95%.
- An initiative to develop an automated commercial use monitoring service.
- Created a new extra zone and preference of employment for Austin, TX.
- Disability accommodation(s) must be offered, in writing, at the time of engagement.
- Dramatic improvements in protections for minor performers.
- Late fee penalties have been strengthened and streamlined.
- Per diem are required to be paid on the first day of work and/or travel.
- Dancers who are asked to lip-synch now earn an extra 25% of session.
- Singer wage increases for non-air demos.
- A brand new digital structure in the Audio Commercials Contract.

INSTAGRAM, X (TWITTER), FACEBOOK GRAPHICS

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STORY GRAPHICS

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