



## 2023 WGA Strike Social Media Guidelines for Members

SAG-AFTRA encourages members to support the WGA strike by participating in discussions and sharing information regarding the strike using a wide variety of social media, such as Facebook, Instagram, Twitter, Reddit, TikTok, blogs and wikis. To promote positive engagement and minimize negativity, we ask that you follow the guidelines below in your social media posts supporting the WGA's strike:

### DO:

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| <ul style="list-style-type: none"><li>• Keep an eye on your emails and check the SAG-AFTRA website for updates about the strike and more information about why WGA is on strike.</li><li>• Like, share, retweet, spread SAG-AFTRA's official social media posts about the strike.</li><li>• Like, share, retweet, spread posts supporting the strike from WGA, its members, and fans. Handles to watch are @wgawest and @wgaeast.</li><li>• Like, share, retweet and spread positive news articles, blog posts or other media content about the strike that will help inform your social media friends and followers.</li><li>• Spread your own supportive statements about the strike using the hashtags <b>#WGAStrong #1u #sagaftramembers</b></li><li>• Share your experiences about how the work of WGA members has positively impacted your film and television experience. Keep videos short – under 30 seconds is optimal</li><li>• Encourage your friends to share statements supporting the strike.</li></ul> | <ul style="list-style-type: none"><li>• Be cognizant of your audience and be positive and respectful in your communications</li><li>• Above all, use good judgment in what you post.</li><li>• <b>Sample Post 1:</b> It's time to restore what has been taken away from writers. SAG-AFTRA stands with WGA. #WGAStrong</li><li>• <b>Sample Post 2:</b> SAG-AFTRA stands with WGA for a better future. #WGAStrong</li><li>• <b>Sample Post 3:</b> Acting together for a better future. SAG-AFTRA stands with WGA. #WGAStrong</li></ul> <p>SAG-AFTRA supports WGA as they fight for a fair contract. We are acting together for a better future! Visit the <a href="http://sagaftra.org">sagaftra.org</a> website for updates and post your support in social media using the hashtags #WGAStrong #sagaftramember #1u.</p> <ul style="list-style-type: none"><li>• Sample graphics can be downloaded on <a href="http://sagaftra.org/wgastrike">sagaftra.org/wgastrike</a></li></ul> |
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Questions? Email [wgastrikeinfo@sagaftra.org](mailto:wgastrikeinfo@sagaftra.org)

## DON'T:

<ul style="list-style-type: none"><li>• Don't speak to press on behalf of SAG-AFTRA. You may speak to press <u>as an individual</u> and feel free to express your support for WGA and writers. A good reference for messaging can be found <a href="#">HERE</a>.</li><li>• Refer any media requests for SAG-AFTRA to <a href="mailto:pamela.greenwalt@sagaftra.org">pamela.greenwalt@sagaftra.org</a></li><li>• Don't imply that you are tweeting/posting on behalf of SAG-AFTRA or the WGA.</li><li>• Don't be a troll or engage trolls. We encourage you to share your thoughts, but do so respectfully.</li><li>• Don't share confidential information publicly, including any picket, strike or negotiation plans that have not been publicly announced.</li></ul>	<ul style="list-style-type: none"><li>• Don't use the names, logos, characters, or other property of the employers in a way that is defamatory, disparaging, misleading or that may otherwise violate any laws.</li><li>• Don't defame or disparage any individual or property associated with the struck employers.</li></ul>
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