



**SOCIAL
MEDIA
TOOLKIT**

SAG·AFTRA[®]
ON
STRIKE!

SAG-AFTRA TV/Theatrical/Streaming Strike Social Media Tool Kit

Thank you for your interest in spreading the word about the SAG-AFTRA TV/Theatrical/Streaming strike. Please use the sample posts and/or graphics below, to help spread the word on this critical effort – or you can simply repost SAG-AFTRA’s social media ([Twitter](#), [Instagram](#), [Facebook](#), [TikTok](#), [Threads](#)). And don’t forget to show your support using **#SAGAFTRAststrong** and **#SAGAFTRAstrike**.

SAMPLE SOCIAL POSTS

Sample Post 1

The AMPTP refused to make a fair deal on television, theatrical and streaming work covered by our TV/Theatrical Agreements.

We didn't want a strike, but we are not afraid of a fight. We are #SAGAFTRAststrong!

#SAGAFTRAstrike

Sample Post 2

The AMPTP refuses to create a modern contract to address modern issues.

For them, it's business as usual:

👉 Income erosion

👉 AI exploitation

👉 Abusive self-tape demands

For us, it's #SAGAFTRAstrike. We are #SAGAFTRAststrong.

Sample Post 3

The AMPTP has refused to make a fair deal.

NOW is the time to act.

We are #SAGAFTRAststrong and we are on strike.

#SAGAFTRAstrike

Sample Post 4

The careers of working class #sagaframembers are in jeopardy because the AMPTP refuses to step into the 21st century. The future of the industry is at stake.

We are taking action NOW. We are #SAGAFTRAststrong and we are on strike.

#SAGAFTRAstrike

SAMPLE SOCIAL POSTS EN ESPAÑOL

Muestra de Publicación 1

La AMPTP se negó a darnos un trato justo en televisión, cine y streaming. Salir de huelga no era lo que queríamos, pero tampoco tenemos miedo a luchar. ¡Somos #SAGAFTRAfuerte!
#HuelgaSAGAFTRA

Muestra de Publicación 2

La AMPTP se niega a crear un contrato moderno para abordar problemas modernos.

Para ellos, es lo de siempre:

- 👉 Erosionar nuestros ingresos
- 👉 Explotar la Inteligencia Artificial
- 👉 Demandas abusivas de self tapes

Para nosotros, es #HuelgaSAGAFTRA. ¡Somos #SAGAFTRAfuerte!

Muestra de Publicación 3

La AMPTP se ha negado a un trato justo.

ESTE es el momento de actuar.

Somos #SAGAFTRAfuerte y estamos en huelga.

#HuelgaSAGAFTRA

Muestra de Publicación 4

Las carreras de los miembros de la clase trabajadora de SAG-AFTRA están en peligro porque la AMPTP se niega a entrar al siglo 21. El futuro de la industria está en juego. Estamos tomando medidas AHORA. ¡Somos #SAGAFTRAfuerte y estamos en huelga!
#miembrosSAGAFTRA #HuelgaSAGAFTRA

TWITTER, INSTAGRAM, FACEBOOK PROFILE PICTURE OPTIONS

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TWITTER, INSTAGRAM, FACEBOOK PROFILE PICTURE OPTIONS EN ESPAÑOL

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INSTAGRAM, FACEBOOK POST GRAPHIC OPTIONS

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INSTAGRAM, FACEBOOK POST GRAPHIC OPTIONS EN ESPAÑOL

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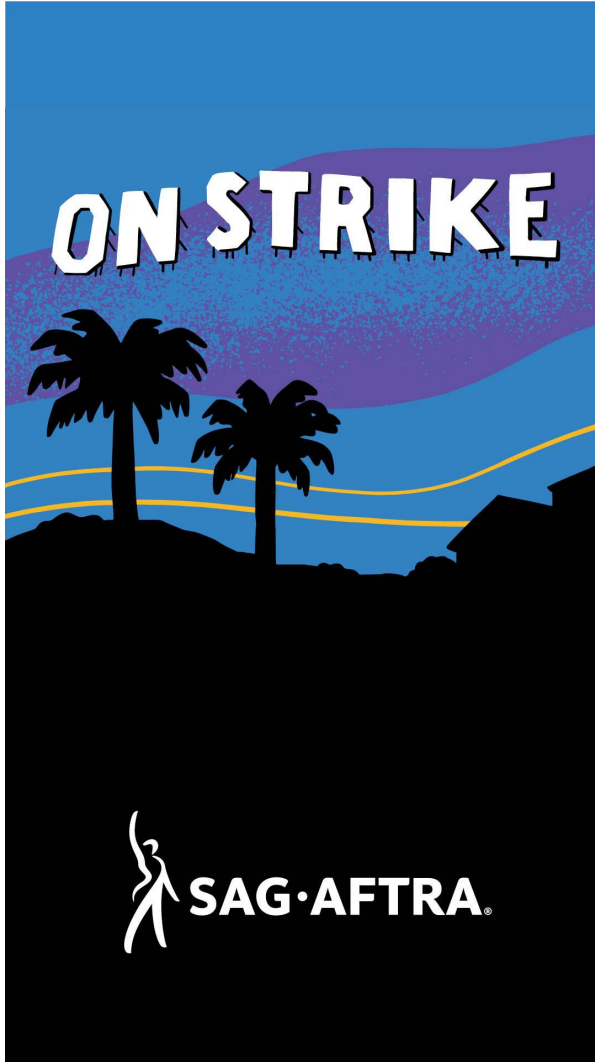
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