

## **Members (Performers) Social Media Tool Kit: SAG-AFTRA Video Game Performers Strike**

Thank you for your interest in spreading the word about the SAG-AFTRA Video Game Performers Strike. Please consider the sample posts and/or graphics below to help put pressure on the companies – or you can simply repost SAG-AFTRA’s social media ([X/Twitter](#), [Instagram](#), [Facebook](#), [TikTok](#)). Please also consider creating and posting your own content which may be amplified on the SAG-AFTRA accounts.

**#LevelUpTheContract #VideoGameStrike #SagAftraStrong**

### **SAMPLE SOCIAL POSTS**

#### **SAMPLE POST 1:**

I am a #SagAftraMember and I am on strike! #VideoGameStrike 🙌🎮 Video game companies refuse to give us the deal we deserve. Voice and movement performers NEED A.I. protections! #LevelUpTheContract

#### **SAMPLE POST 2:**

🙌 Hi, #SagAftraMember and video game performer here. I'm the one bringing your favorite characters to life! But the video game companies won't give me the A.I. protections I NEED. It's time they #LevelUpTheContract! #VideoGameStrike 🙌🎮

#### **SAMPLE POST 3:**

To my fellow #SagAftraMembers during the #VideoGameStrike, we're stronger in SQUADS! 🙌🎮 Don't work off the card! We have to stick together and show the employers that we will FIGHT for them to #LevelUpTheContract.

#### **SAMPLE POST 4:**

We bargained with the video game companies for over 18 months but it has all come down to the final boss... A.I. protections for EVERYONE. 🙌🎮 We need to #LevelUpTheContract so that all #SagAftraMembers get the protections they deserve! #VideoGameStrike

PROFILE PICTURES

Please click the image to download.



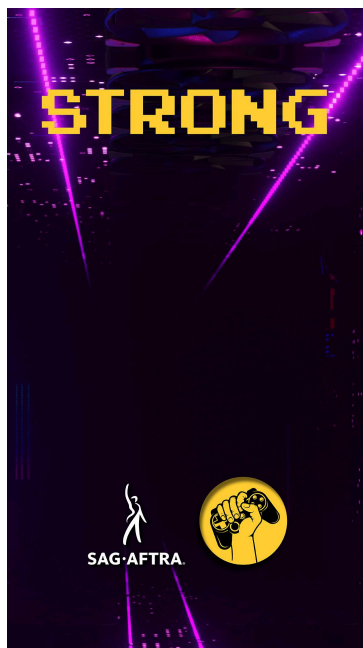
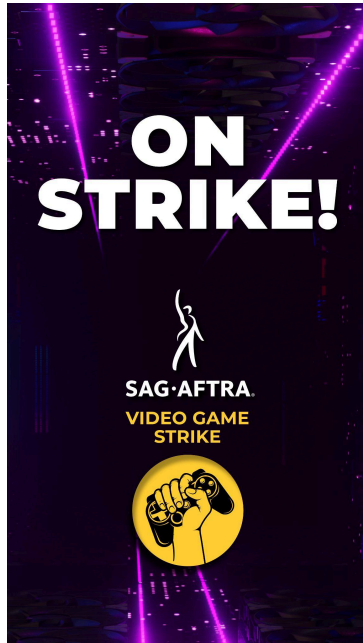
INSTAGRAM, X (TWITTER), FACEBOOK GRAPHICS

Please click the image to download.



INSTAGRAM STORY GRAPHICS

Please click the image to download.



## RECORD AND POST YOUR OWN VIDEO

Thank you for using your voice to spread awareness! Get out your phone and record a short video about why you are on strike and encourage your fellow performers to do the same. Post on social media and tag us so we can amplify your videos!

### **Simple tips for recording:**

1. Hold the phone horizontally (wide, not tall)
2. For your background and wardrobe, avoid logos, pictures and art that could be copyrighted.