



# INTIMACY COORDINATORS UNIONIZE



## Social Media Toolkit

**Attn: Intimacy Coordinators - Today we announced that intimacy coordinators are unionizing with SAG-AFTRA. Help spread the exciting news on social media – this is good for intimacy coordinators, good for actors, and good for the industry.**

Why share the news? Because when – not if – we win our NLRB election and sit down with the AMPTP to negotiate our first contract, we want them to know how much support we have and that the eyes of the industry are on them.

Don't know what to say? We've included some sample captions and key messages for your use as well but, of course, please feel free to use your own words and your own voice to tell your story.

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

**Please be sure to tag @sagaftra and use our hashtag, #UnionizeICs.**

### SAMPLE SOCIAL POSTS

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

As an intimacy coordinator, I come to work ready for anything with a tool kit full of everything I need. The only thing missing is a SAG-AFTRA card – for now! We're unionizing with @sagaftra and we need YOUR HELP to amplify the great news! Comment below and share this post! 🙌  
#SagAftraStrong

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

I am proud to be an intimacy coordinator and soon I'll be a proud #SagAftraMember too. Unionizing will give us more sustainable careers, fuel our profession's growth, and create better experiences for actors on set. #UnionizeICs

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

SAG-AFTRA has been a champion for intimacy coordinators, working to safely grow and standardize the profession for YEARS. Now, we're unionizing with SAG-AFTRA, allowing us to have union benefits and protection for years to come. We will be #SagAftraStrong!

**SAMPLE POST 4:**

Intimacy coordinators deserve to have the protections and benefits that other workers in the entertainment industry enjoy, and soon we'll have them! Unionizing with SAG-AFTRA is a win for us AND for performers and the industry.

**SAMPLE POST 5:**

We're unionizing with SAG-AFTRA! 🥳 Organizing under SAG-AFTRA is a natural progression of all the work that SAG-AFTRA has been doing over the years to protect actors during these incredibly vulnerable moments. Now we get those protections too! 💪

**SAMPLE POST 6:**

Intimacy coordinators play an important role in creating safe and creative spaces for intimate and hyper-exposed work on sets. And now WE are the ones who will benefit from having a union stand behind us. #SagAftraStrong #UnionizeICs

**SAMPLE POST 7:**

Unionizing means more sustainable careers for intimacy coordinators and, for you, empowered advocates for performers, more consistent support and protection, and a more diverse talent pool to help productions bring their creative vision to life efficiently and safely #UnionizeICs

**KEY MESSAGES**

- Share the exciting news: Intimacy coordinators are unionizing with SAG-AFTRA, which is good for intimacy coordinators, good for actors and good for the industry.
- Intimacy coordinators deserve to have the protections and benefits that other workers in the entertainment industry enjoy.
- A SAG-AFTRA contract will help create more stable and sustainable careers for intimacy coordinators.
- Intimacy coordinators play an important role in creating safe spaces for intimate and hyper-exposed work on sets – this is often sensitive work that needs to be supported and backed by the power of a union.
- Intimacy coordinators can better address imbalances of power on set if they themselves have the backing of a union.
- Organizing intimacy coordinators under the SAG-AFTRA umbrella is a natural evolution of the work the union has been doing to safely grow and standardize the profession for years, including the creation of Standards and Protocols for Use of Intimacy Coordinators on Set; Recommended Standards for Qualification, Training and Vetting of

Intimacy Coordinators; and an accreditation system for intimacy coordinator training programs.

- In the bigger picture and in the wake of Hollywood’s reckoning, organizing intimacy coordinators to create a stronger foundation for the role is the logical next step in helping to improve safety on set when intimate and hyper-exposed work is being performed.

### 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're urging the AMPTP to voluntarily recognize intimacy coordinators and encourage your fellow ICs 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.