



INTIMACY COORDINATORS UNIONIZE



Social Media Tool Kit

Attn: SAG-AFTRA Members - We need your voice on social media to help spread the word about our intimacy coordinator organizing campaign.

Intimacy coordinators make sets a better place to work, now it's our turn to help them fight for the protections and benefits that we – and other industry workers – enjoy.

Why share the news? Because when intimacy coordinators win their NLRB election and sit down with the AMPTP to negotiate their first contract, we want them to know how much support intimacy coordinators 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 share your support.

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 a #SagAftraMember, my union and intimacy coordinators make me feel safe and heard on set. Now it's time for them to feel the same. Intimacy coordinators are now unionizing with #SagAftra! Show your support by sharing the great news!

SAMPLE POST 2:

#DidYouKnow Intimacy coordinators are unionizing with SAG-AFTRA! 🙌 Now, everyone on set can experience the protection that comes with being #UnionStrong! 🙌

SAMPLE POST 3:

Intimacy coordinators have our backs on set, now it's time for us to have theirs. 🙌 Show solidarity with intimacy coordinators unionizing with #SagAftra by commenting 🙌 and sharing this post with fellow #SagAftraMembers

SAMPLE POST 4:

Intimacy Coordinators deserve the basic rights and protections that other entertainment workers have. And now they are – by unionizing with @sagaftra! 🙌 Share the great news! #UnionizeICs #SagAftraStrong

SAMPLE POST 5:

Sets are better with intimacy coordinators AND union protection. 🤝 Now we have both! Intimacy coordinators are unionizing with #SagAftra! Sets are better places to work when everyone is #UnionStrong.

SAMPLE POST 6:

Let's make our voices heard! 🗣️ Repost this if you support intimacy coordinators unionizing with #SagAftra! #SagAftraStrong

SAMPLE POST 7:

Everyone wins when intimacy coordinators unionize. 🙌 Sets are safer, work gets done more efficiently, and more sustainable careers help grow the profession. Show your support of intimacy coordinators unionizing with @sagaftra by commenting 🙌 and sharing this post with fellow #SagAftraMembers!

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 show your support for intimacy coordinators! 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 SAG-AFTRA members 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.