

Fans/Allies Social Media Tool Kit: SAG-AFTRA Video Game Performers Strike

SAG-AFTRA video game performers are on strike and we need YOU to show the companies that you support us! We are not asking you to stop playing video games, but let the companies know that you believe video game performers deserve A.I. protections. 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.

#VideoGameStrike #LevelUpTheContract #SagAftraStrong

SAMPLE SOCIAL POSTS

SAMPLE POST 1:

HUMAN STORYTELLING > A.I.

Video game performers bring my favorite characters to life. I support them as they fight for the A.I. protections they deserve! #LevelUpTheContract #VideoGameStrike

SAMPLE POST 2:

The future of video game performers is at stake because employers refuse to give them the A.I. protections they deserve! Performers shouldn't have to worry that any job they take could be their last. It's time to #LevelUpTheContract! 🦊🎮 #VideoGameStrike

SAMPLE POST 3:

REPOST THIS if you support video game performers! #VideoGameStrike

Thank you for bringing life to the characters we LOVE. 🦊🎮 #LevelUpTheContract

SAMPLE POST 4:

I love playing video games because of the storytelling and artistry. Who brings that life into a game?

HUMAN PERFORMERS. 🦊🎮

Video game companies need to give performers the A.I. protections they deserve!
#LevelUpTheContract #VideoGameStrike

SAMPLE POST 5:

Video game companies think fans won't notice if they use A.I. instead of human performers.

I would notice!

Keep video games human! Give video game performers the A.I. protections they deserve. 🙌🎮
#VideoGameStrike #LevelUpTheContract

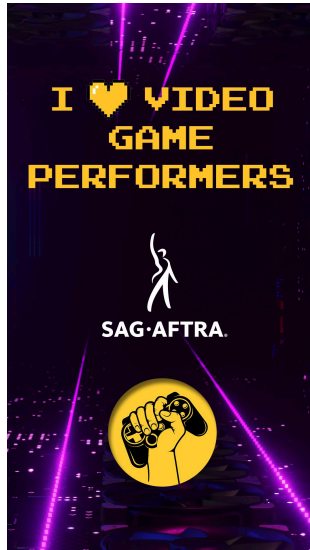
INSTAGRAM, X (TWITTER), FACEBOOK GRAPHICS

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 support video game performers and encourage your friends and fellow fans 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.