

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

Thank you for your interest in spreading the word and showing support during 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.

SAMPLE SOCIAL POSTS

SAMPLE POST 1:

Controllers DOWN! 🗑️🎮 I support my fellow #SagAftraMembers who are withholding their labor during the #VideoGameStrike. ALL performers deserve A.I. protections!
#LevelUpTheContract

SAMPLE POST 2:

We will not leave anyone behind. Video game, on-camera and off-camera performers need A.I. protections to secure their future! It's time to #LevelUpTheContract. #VideoGameStrike

SAMPLE POST 3:

Here we go again! 😞 Employers are once again REFUSING to give performers the A.I. protections we DESERVE. This time, video game companies won't #LevelUpTheContract so that on-camera and off-camera movement performers are protected. Do the right thing!

SAMPLE POST 4:

Whether you're a union or non-union video game performer, show your #SOLIDARITY and fight for your FUTURE! If the employers want to refuse to #LevelUpTheContract and give performers the A.I. protections we deserve, then we will withhold our labor! #VideoGameStrike

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 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.