

GOOD BAD THINGS

VIRTUAL PREMIERE



SOCIAL MEDIA TOOLKIT

09/20 - 09/22

LETTER FROM LEAD ACTOR DANNY KURTZMAN

For most of my life, I innocently inherited stories of my disability that weren't mine. Stories that caused me to feel constantly inadequate. "Good Bad Things" attests that, as disabled individuals, we can trust our feelings and write our own stories. This film redefines what it means to have a disability and makes it powerful.



My lifelong friend and talented director Shane and I pooled 25 years of memories to bring my experience living with a physical disability to the screen. This film is a testament to that friendship, and a unique portrayal of disability, which I hope all audiences will connect with.

Thank you so much for joining us to bring this film to the world! After 6 months of film festivals, we have received such amazing validation within the disabled community that this story needs to not only be told, but reach people all across the world with our message of love and self-worth.

So much love!!

Danny Kurtzman

GUIDELINES

Inside the GOOD BAD THINGS social toolkit, you'll find a variety of social graphics and copy to help us promote the film's **Virtual Premiere** on **September 20th - 22nd!**

We will also be sharing and posting from our Instagram account [@goodbadthingsfilm](https://www.instagram.com/goodbadthingsfilm) and encourage you to follow us and share our posts along the way!

OUR GOAL IS TO SELL TICKETS!

25% of ticket sales will go to non-profit partners and charity.

WAYS TO PUSH TICKET SALES:

Call, Text, or Email
Reach out to local press
Post on Social Media

Wednesday, September 4th, 6am PST:

[Tickets](#) go on sale on VEEPS . Post anytime 9/4 and beyond.

<https://veeps.com/goodbadthings/8b64e1df-2d87-43e0-bd9b-bdc36f6c7888>

Friday, September 20th, 6pm PST:

GOOD BAD THINGS livestreams on VEEPS.com with a live Q&A following.

Friday, September 20th, 6pm - Sunday, September 22nd, 11:59pm

GOOD BAD THINGS available to rent on VEEPS.com (72 hours to watch after rental).

Also, all weekend will be Q&As, Panels, and other included events.

We have two weeks to sell tickets online, all over the world.

Let's BLOW THIS UP!!!!!

REMINDER:

This is about selling tickets and raising money for charity. The best strategy is personal outreach to friends, family, and local organizations. These posts are designed for social media however, feel free to text/email to spread the word.

Let's create chain reactions that empower people to join and share this film.

POSTING CALENDAR & CONTENT

- Feel free to adjust the wording to fit your personality :) especially on the first announcement post, we really want these posts to come from your voice
- We recommend leaving in the image descriptions in the text to make our content the most accessible
- No pressure to post more times than your comfort level!

Always include link to tickets. **Make sure you have the correct link** so the correct Non-Profit will get 25% of tickets sold.

IF ANYONE HAS ANOTHER NON-PROFIT THEY THINK WOULD BE A GOOD FIT FOR THIS OPPORTUNITY, PLEASE PUT US IN TOUCH AND INTRO TO [DANNY@ALLWEHAVEISNOW.COM](mailto:danny@allwehaveisnow.com)

SUGGESTED CONTENT SHARE AND/OR POST DATES:

Wednesday, September 4th

Monday, September 9th

Thursday, September 12

Saturday, September 14

Tuesday, September 17th

Thursday, September 19th

Friday, September 20th

Saturday, September 21st

[CLICK HERE TO ACCESS DIGITAL ASSETS](#)

**[IF YOU DO NOT HAVE A HOMEBASE NON-PROFIT,
CLICK HERE FOR SHAREABLE TICKET LINK](#)**

AND IF YOU EVER NEED HELP?
EMAIL danny@allwehaveisnow.com

Wednesday, September 4th (any time this day works) :

Image to post: [Post 1 GBT - Announcement](#)



Copy:

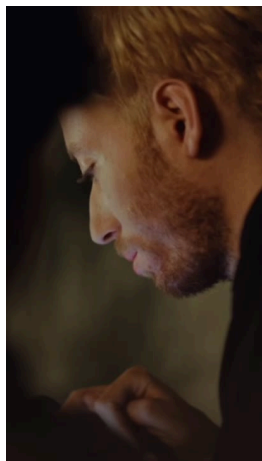
The day is finally here! We're happy to finally announce the virtual premiere of @goodbadthingsfilm streaming on VEEPS. 25% of your ticket price will go towards [CHARITY]. Virtual premiere will be available for viewing from Friday September 20th at 6 pm PST - Sunday September 22nd at 11:59 PST.

Image Description:

A physically disabled man is being held by a dark haired woman in a pool. Additional awards and accolades of the film from various film festivals are included at the bottom of the image.

Monday, September 9th:

Trailer Video to post: [Post 2 GBT - 9x16 Trailer](#)



Video to add to story: *will be posted on instagram by @goodbadthingsfilm.*

Note: Share the GOOD BAD THINGS trailer onto your story with a personalized message (see below) on ticket details.

**If you want to post the full trailer on your page here's the [downloadable trailer](#).*

Copy:

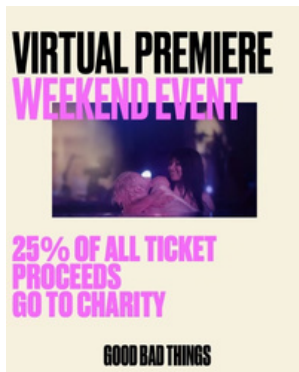
@GOODBADTHINGSFILM Link in bio to buy tickets to virtual premiere. 9/20 - 9/22

Starring: @dannykurtzman @brettdier and @jparkerk3

Directed by: @shanestanger

Thursday, September 12th:

Image to post: [Post 3 GBT - Charity](#)



Copy: [CHARITY] is meaningful to me because [REASON]. The Virtual Premier of @goodbadthingsfim is giving 25% of all ticket proceeds to giving 25% of all ticket proceeds to charity. Follow the link in my bio to allocate 25% of your ticket proceeds to [CHARITY].

Image to post: [Post 3a GBT - Charity for Story](#)



This is just an extra asset for anyone who wanted to post another charity specific post on their story at any point.

Saturday, September 14th:

Image to post: [Post 4 GBT - Watch Donate Feel](#)



Copy: "It's a good good thing." - RogerEbert.com

Image Description:

The word WATCH with an image of a disabled being held in a pool by a brunette woman. An image of two male friends staring out on a desert landscape next to the word DONATE. The word FEEL next to a woman kneeling next to a man in a wheelchair.

Tuesday, September 17th:

Image to post: [Post 5 GBT - All info](#)



Copy:

This is your sign to buy tickets to the virtual screening of @goodbadthingsfilm!

Image Description:

Event details and movie accolades above an image of a disabled man being held by a brunette woman in a pool.

Thursday, September 19th:



Image to post: [Post 6 GBT - Virtual Premiere](#)

Copy:

TOMORROW AT 6 PM PST!

Friday, September 20th:



Image to post: [Post 7 GBT - Lets All Watch Something Special](#)

Copy:

OMG today is the day!! Livestreaming + Live Q&A hosted by Shane and Hannah Burcaw.

Saturday, September 21st:



Image to post: [Post 8 GBT - Dont Miss Out](#)

Copy:

Last chance to buy tickets and access some amazing bonus content!

Image Description:

A physically disabled man is being held by a dark haired woman in a pool.

AND IF YOU EVER NEED HELP? EMAIL danny@allwehaveisnow.com