



MiFiLM

## NFT AUCTION SOCIAL MEDIA MARKETING KIT JUNETEENTH 2021

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Thank you for agreeing to participate in Minorities in Film (MiFilm)'s virtual auction to benefit BIPOC & Disabled filmmakers.

We can't thank you enough for your willingness to help spread the word about this auction to your audiences on Social Media. **With this auction, we aim to fund the work of visual artists and film projects currently being developed within our collective.**

Below you can find appropriate messaging and any relevant links to include:

- Important messaging, hashtags and links
- Sample Instagram posts / tweets
- Sample Facebook / LinkedIn Posts
- Sample email

For any questions regarding this kit feel free to contact **Founder, Brittany Franklin via email at [minoritiesinfilm@gmail.com](mailto:minoritiesinfilm@gmail.com). Learn more by visiting [www.minoritiesinfilm.com](http://www.minoritiesinfilm.com)**

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## IMPORTANT MESSAGING, LINKS AND HASHTAGS

Our official hashtag for the MiFiLM 2021 Auction is **#MiFilmNFTs**

**MiFilm's official accounts are:**

- [Instagram](#)
- [LinkedIn](#)
- [Facebook](#)
- [Twitter](#)
- [Clubhouse](#)
- [Opensea](#)
- [Mintable](#)

The logo for MiFilm, consisting of the word "MiFILM" in a white, sans-serif font centered within a solid black square.

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### Links:

- [Social Media Assets to Share](#)
- [About the auction](#)
- [Site where the NFT Auction will be hosted + Bidding](#) (OpenSea)
- Donate ETH - 0x5895549c6753202668755Cb837f2FB5755822ae8
- Donate via [VENMO](#)

### Key messaging:

- #MiFilmNFTs is virtual hosted only on OpenSea
- MiFilm's first Auction will be a month-long event.
  - Audience can Purchase limited art from artists/filmmakers who identify as BIPOC and/or Disabled creators
  - 50% of every purchase will go directly to the collaborating artist, the rest will benefit Minorities In Film Production Fund
  - The Auction features limited edition digital art "created by Black, Indigenous People of Color who may also identify as People with Disabilities." It was introduced to provide a solution to the lack of financial resources Black, and Indigenous People of Color face at disproportionate rates in the film industry. We aim to finance films produced by, starring and made for marginalized groups.

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## INSTAGRAM

@minoritiesinfilm is changing the film game by funding their own community project with crypto! Join the movement, by owning an #MiFilmNFTs limited edition digital art created by crazy talented visual artists and filmmakers.

Artists are essential! Virtually experience the movement this summer, that celebrates BIPOC and Differently abled filmmakers around the world. Check out the @minoritiesinfilm #MiFilmNFT auction that's for the culture.

I'm supporting Artists of Color at the virtual #MiFilmNFT auction this summer! There is no other film collective like @minoritiesinfilm in NYC that provides innovative solutions to empower diverse voices in film and media. Look at the talent!

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### TWITTER

The future of film is NFTs, and @minoritiesinfilm takes matters into their own hands by launching an #MiFilmNFT auction that features LTD EDITIONS artwork created by BIPOC & Differently-abled visual artists.

Funding diverse stories is as simple as bidding in @minoritiesinfilm NFT auction this summer. They are changing the crowdfunding game w/ #MiFilmNFT which benefits community films.

I'm just bought a #MiFILMNFT at @minoritiesinfilm auction that proves BIPOC artists are essential to the creative ecosystem. I can't wait to see what comes next!

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### FACEBOOK / LINKEDIN

I am proud to be a supporter and friend of MiFILM! Their NFT Auction launching Juneteenth, which features limited edition artwork created by BIPOC and Differently-abled artists, changes the way we envision funding passion projects. The future of decentralized film funding is NFT's, and you can experience this ground-breaking movement by virtually owning a collectible that funds a community film. Check out some of their collaborating artists and more [here](#).

This summer I am taking part in Minorities in Film's NFT auction which features diverse artwork created by BIPOC and Differently-abled creators all over the world. From limited edition artwork to never-before-seen film scenes, the #MiFilmNFT auction is next level. Check out the NFT drop schedule and learn more about the kids that just want to make dope films with their friends.

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### SAMPLE EMAIL

Hello

I am so excited to invite you to support Minorities in Film (MiFILM)'s virtual NFT Auction happening now until August! As a special friend/member of MiFILM community, I encourage you to virtually join us in experiencing the level of talent showcased in this auction, which features artwork from a diverse group of BIPOC and/or Differently-abled creators from around the world.



MiFILM

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Given the striking unemployment rate of freelance artists during the pandemic, the MiFILM NFT auction brings together collaborators and filmmakers including Evan Pun, Shradda, Madison Ariass, Jayboi Adams, Jumai Yusuf, Kwame Michael and Black NFT who proclaim that “artists are essential” hosts a collection of limited edition artwork to benefit the creation of MiFILM’s Community Film Fund. I encourage you to join me by inviting your family, friends and people in your network to witness the innovative minds changing the way we fund our passion projects.

This year, #MiFILMNFT will be the first Black-owned auction that backs a joint film production fund, hosted on [Opensea](#) and [Minorities in Film](#) , kicking off Juneteenth 2021.

Best,

Your name here