



JAY MYSELF - Awareness Best Practices

Press and Social Media Assets: [Download Here](#)

INSTAGRAM POST

1. Link to the full Youtube trailer in your Instagram bio. Note that it is case sensitive.
<http://bit.ly/jaymyselftrailer>
2. Upload our [Instagram-length trailer](#).
3. Write post copy that indicates that the full video has premiered at the link in your bio, and if tickets are on sale (when applicable).
4. Also include the following:
 - a. Our Instagram username: @oscopelabs
 - b. In theaters now / Coming Soon
 - c. Our hashtag: #JayMyself

SAMPLE COPY:

#JayMyself is the unbelievable story of photographer Jay Maisel, who lived for nearly 50 years in the 36,000-sq ft. building at 190 Bowery. Acclaimed photographer @stephenwilkes captures this touching tale of a bygone NYC & the Herculean task of boxing up a lifetime of memories. Opens at @filmforumnyc 7/31

INSTAGRAM STORY

1. Here is a [story-sized poster graphic](#) if you'd like to use it.
2. Here is a [story-sized trailer teaser](#) as well.
3. Include the link to the video in the story <http://bit.ly/jaymyselftrailer> (only if you have 10,000 followers OR are verified account)

4. When the ticket page is up, link to that. (only if you have 10,000 followers OR are verified account)
5. Tag your local theater, as well as @oscopelabs and @stephenwilkes
6. Feel free to add *excited*-type emojis and stickers, if you want!

TWITTER

1. Link to the full video on Youtube: <http://bit.ly/jaymyselftrailer>
2. Alternatively, upload the [Instagram-length trailer](#).
3. Write post copy that indicates the video has premiered.
4. Also include the following:
 - a. Our Twitter username (@oscopelabs)
 - b. Opening soon! jaymyself.oscilloscope.net (or direct ticket link to theater where available)
 - c. Our hashtag if there's room (#JayMyself)

SAMPLE COPY:

#JayMyself is the unbelievable story of photographer Jay Maisel, who lived for nearly 50 years in the 36k-sq ft. building at 190 Bowery. @swilkesphoto captures this touching tale of a bygone NYC & the Herculean task of boxing up a lifetime of memories Opens at @filmforum 7/31

FACEBOOK

1. Upload the entire video natively to Facebook (important: do not share the YouTube link). [Download the video here](#).
2. Set a custom thumbnail. Choose one you like from the video (pick something with little to no text), or use
3. Write post copy that indicates this is the premiere of the full video and the film is in theaters. **Tag our Facebook page** (username @Oscopelabs). No hashtags.

SAMPLE COPY:

JAY MYSELF is the unbelievable story of photographer [Jay Maisel](#), who lived for nearly 50 years in the 36,000sq-ft. building at 190 Bowery. Can you say APARTMENT GOALS?

Stephen Wilkes captures this touching tale of a bygone NYC & the Herculean task of boxing up a lifetime of memories Opens at @Film Forum July 31st.

SOCIAL MEDIA IMAGES

1. You can use a number of different still images in the days and weeks counting down to opening day as well as once the film is released. Images can also be used on Twitter, Facebook, Instagram, and in e-newsletters. Download the images [here](#).
4. Where applicable, link the image directly to the ticket purchasing page. If no such page exists yet, link to jaymyself.oscilloscope.net.
5. Write post copy that indicates the days left until opening day. On opening day, indicate that. When Now Playing, indicate that. Tag our social handle across all platforms (@oscopelabs).
6. If/when applicable, note days & showtimes for any Q&A appearances.

SAMPLE COPY:

#JayMyself is the incredible true story of Jay Maisel, whose larger-than-life personality is matched only by the larger-than-life building he called home for nearly 50 years: the 35,000-sq ft landmarked former bank at 190 Bowery.

Follow Jay as he packs up a lifetime work of memories ahead of making the largest private real estate sale NYC has ever seen. #JayMyself opens in NYC at Film Forum on July 31st.