

MEDIA INFORMATION FOR 23RD SAG AWARDS® SOCIAL MEDIA

SUNDAY, JANUARY 29, 2017

SAG AWARDS SOCIAL MEDIA URLS AND HASHTAGS

We encourage you to share or retweet posts from our social media accounts and our Social Media Ambassador Jurnee Smollett-Bell's accounts. Please include our hashtag **#sagawards**.

Our Social Media Guidelines are available at <https://sagawards.org/socialguide>

Our Nomenclature Guidelines are available at <https://sagawards.org/nomenclaturedoc>

Connect with the SAG Awards:

Hashtag: **#sagawards**

Website: sagawards.org

SAG Awards Red Carpet Pre-Show: sagawards.tntdrama.com

Facebook: facebook.com/sagawardsofficialpage

Twitter: twitter.com/SAGawards

Instagram: [@sagawards](https://instagram.com/sagawards)

Tumblr: sagawards.tumblr.com

YouTube: youtube.com/sagawards

Google+: google.com/+SAGawards

Jurnee Smollett – Social Media Ambassador for the 23rd Annual Screen Actors Guild Awards

Instagram: [@jurneebell](https://instagram.com/jurneebell)

Twitter: [@jurneesmollett](https://twitter.com/jurneesmollett)

Facebook: facebook.com/pages/Jurnee-Smollett/105911701194

SOCIAL MEDIA GUIDELINES

Lauded by critics for its style, simplicity and genuine warmth, the Screen Actors Guild Awards® presented by SAG-AFTRA, which made its debut in 1995, has become one of the industry's most prized honors. To preserve the integrity, prestige and honor of the SAG Awards®, all social media activities must adhere to these guidelines.

Please note: Screen Actors Guild Awards®, SAG Awards®, The Actor® name and statuette, and the phrase I AM AN ACTOR™ are legally protected against unauthorized uses and infringements. Further legal and usage information is available at <http://sagawards.org/media-pr/media-guidelines>.

Specifics

- The name of the event is the 23rd Annual Screen Actors Guild Awards®. The only acceptable nicknames are the Screen Actors Guild Awards® or the SAG Awards®. It is NEVER acceptable to call it the SAGs.
- The official hashtag is **#sagawards**.
- The name of the statuette presented to the honorees is **The Actor®**.
- The Screen Actors Guild Awards are not a competition; they are honors given by members of the performers' peer group. Therefore, we consider it inappropriate to refer to recipients as winners. A suggested synonym is honoree.
- Do not give preference or special attention to any one nominee. All nominees in a category are peers who are treated equally and are given equal amounts of attention.
- Photographs or video that include talent that are taken at the SAG Awards or at any of our pre-show events may not be posted on social media directly by sponsors. Sponsors may re-post photos or video with talent that were initially posted by media outlets or by the SAG Awards.