

# CODED BIAS

A Film by SHALINI KANTAYYA



GLOBAL RELEASE  
MARKETING TOOLKIT

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AVAILABLE TO STREAM GLOBALLY  
APRIL 5TH ON

**NETFLIX**

**CODEDBIAS.COM**

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# INSTRUCTIONS

Please use these graphics and suggested text to promote Coded Bias by Shalini Kantayya becoming available to stream on Netflix. Underneath each image is a caption which you can copy and paste into a Tweet, Facebook or Instagram post. Click on the image links to download.

Thank you so much for your support of Coded Bias.

## SOCIAL MEDIA HANDLES

**#CodedBias** IG & TW: @codedbias  
FB: @CodedBiasMovie

**Dir. Shalini Kantayya** IG & TW: @shalinikantayya  
FB: @ShaliniKantayyaOfficial

## CAST

**Joy Buolamwini** TW: @jovialjoy  
IG: @Joyfulcode  
FB: @JoyBuolamwini

**Cathy O'Neil** TW: @mathbabedotorg

**Meredith Broussard** TW & IG: @merbroussard  
FB: @meredithkbroussard

**Silkie Carlo** TW: @silkiecarlo & @bigbrotherwatch

**Virginia Eubanks** TW: @PopTechWorks  
FB: @virginia.eubanks.9

**Timnit Gebru** TW: @timnitgebru

**Deborah Raji** TW: @rajiino

**Safiya Noble** TW: @safiyanoble  
IG: @safiya.noble.phd  
FB: @safiya.noble

**Zeynep Tufekci** TW: @zeynep  
FB: @technosociology

**Amy Webb** TW: @amywebb

NOTE: Please double check the handles above to make sure you tag the correct account.

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# PRE RELEASE GRAPHICS ■

These graphics have been created to be shared before the Netflix release of Coded Bias in the promotional window between 24th March - 5th April.

## FACEBOOK



## Suggested Copy

**1.** @codedbiasmovie explores the fallout of MIT media lab researcher @JoyBuolamwini's startling discovery that facial recognition does not see dark-skinned faces accurately, and her journey to push for the first-ever legislation in the U.S. to govern against bias in the algorithms that impact us all. Available to stream globally on @Netflix on April 5th.

**2.** Director of @codedbiasmovie @ShaliniKantayyaOfficial says 'I hope this is what people glean when they watch #CodedBias: that a small group of people can make a big change.' Watch the small group of people fighting to uphold our data rights in @codedbiasmovie, available to stream on @Netflix on April 5th.

**3.** "Everything we love, everything we care about as citizens of a democracy is going to be totally transformed by artificial intelligence—in fact, it is in the process of being transformed." @ShaliniKantayyaOfficial. Learn more about how biases in AI are defining our future—and the brilliant scientists and badass activists on the frontlines fighting for our data rights. @codedbiasmovie will be available to stream on @Netflix on April 5th.

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## TWITTER



**1.** Data rights are the unfinished business of the civil rights movement. Find out why by watching @CodedBias by @shalinikantayya, available to stream on @netflix on April 5th.

**2.** As more of our lives go into a virtual public square we need tech to uphold democratic values. Find out about the genius women fighting for those values in @CodedBias by @shalinikantayya, available to stream globally on @netflix on April 5th.

**3.** Meet the brilliant scientists and activists on the frontlines, challenging big tech towards the ethical use of technologies that will define our future. @CodedBias by @shalinikantayya is available to stream globally on @netflix on April 5th.

## INSTAGRAM



**1.** @codedbias explores the fallout of MIT media lab researcher @joyfulcode's startling discovery that facial recognition does not see dark-skinned faces accurately, and her journey to push for the first-ever legislation in the U.S. to govern against bias in the algorithms that impact us all. Watch #CodedBias by @shalinikantayya, available to stream on @netflix on April 5th.

**2.** @codedbias reveals that the algorithms that affect us all don't free us from our prejudices but automate them, and "serves as both a wake-up call and a call to action." (@Variety). @sundanceorg documentary #CodedBias by @shalinikantayya is available to stream on @netflix on April 5th.

**3.** @codedbias is a "fascinating study of how even the seemingly impartial world of tech is subject to embedded racism & privilege." - Brian Tallerico, Roger Ebert. Watch @sundanceorg documentary #CodedBias by @shalinikantayya, available to stream on @netflix on April 5th.

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# POST RELEASE GRAPHICS ■

These graphics have been created to be shared after Coded Bias is available to stream on Netflix on April 5th 2021.

## FACEBOOK



## Suggested Copy

1. "In the making of #CodedBias, I realized that algorithmic justice is where the battle for civil rights and democracy will happen in the 21st century." @ShaliniKantayyaOfficial, director of @codedbiasmovie, now streaming on @Netflix.
2. The critically acclaimed documentary @codedbiasmovie is now streaming on @Netflix. Follow @JoyBuolamwini as she discovers that facial recognition does not see dark-skinned faces accurately, and her journey to push for the first-ever legislation in the U.S. to govern against bias in the algorithms that impact us all.
3. "Our faces may well be the final frontier of privacy, but regulations make a difference. Congress must act now to uphold American freedoms and rights." - @JoyBuolamwini. Learn more about the work of @JoyBuolamwini as she fights for vital legislation on surveillance technology in @codedbiasmovie, now streaming on @Netflix.

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## TWITTER



1. "@CodedBias is a must-see exploration of how technology is growing increasingly more invasive and at what cost." @Chicago\_Reader - The critically acclaimed documentary by @shalinikantayya is now streaming on @netflix!

2. Now streaming on @netflix, documentary @CodedBias "takes you to the front lines of the digital revolution." - @Chicago\_Reader

3. Now streaming on @netflix, the critically acclaimed documentary @CodedBias by @shalinikantayya follows the data scientists and activists revealing that computers are not neutral and artificial intelligence is the new frontier for civil rights.

## INSTAGRAM



1. @codedbias "explores how machine-learning algorithms can perpetuate society's existing class-, race- and gender-based inequities." @nytimes - Watch the @sundanceorg doc by @shalinikantayya, now streaming on @netflix.

2. The 'Inconvenient Truth of Algorithms', @codedbias is now streaming on @netflix. Watch the genius women shining a light on the biases within AI in this must watch film.

3. Now streaming on @netflix. @codedbias by @shalinikantayya powerfully shows that Artificial Intelligence doesn't free us from prejudices; it simply automates them.

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# PARTNER GRAPHICS ■

These graphics have been created with space for you to add your own logo. These can be shared before or after April 5th.

## FACEBOOK



### Suggested Copy

1. @codedbiasmovie reveals the necessity for legislation to protect citizens against the untethered power of big data and big tech. @sundance documentary @CodedBiasMovie by @ShaliniKantayyaOfficial is now streaming on @Netflix.
2. This is a moon-shot moment to push for inclusive, transparent, democratic uses of facial recognition technologies. @sundance doc #CodedBias makes clear the need for legislation. Watch @codedbiasmovie by @ShaliniKantayyaOfficial, available to stream on @Netflix on April 5th.
3. We are proud supporters of @codedbiasmovie because we believe in a future that [insert your organization's values/goals that align with the film]. Join us in celebrating #CodedBias by @ShaliniKantayyaOfficial, available to stream on @Netflix on April 5th.

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## TWITTER



1. "In the making of #CodedBias, I realized that algorithmic justice is where the battle for civil rights and democracy will happen in the 21st century." director of @CodedBias, @shalinikantayya. [Insert Organisation Here] are proud supporters of @CodedBias, now streaming on @netflix.

2. @CodedBias reveals the necessity for legislation to protect citizens against the untethered power of big data and big tech. We are so excited that @CodedBias by @shalinikantayya. [Insert Organisation Here] is a proud supporter of @codedbias, the 'Inconvenient Truth for algorithms', now streaming on @Netflix.

3. We are proud supporters of @CodedBias because we believe in a future that [insert your organization's values/goals that align with the film]. Join us in celebrating @sundanceorg doc @CodedBias by @shalinikantayya, available to stream on @netflix globally on April 5th.

## INSTAGRAM



1. @codedbias reveals the necessity for legislation to protect citizens against the untethered power of big data and big tech. Join us in celebrating @sundanceorg documentary @codedbias by @shalinikantayya, now streaming on @Netflix.

2. [Insert Organisation Here] are proud supporters of @codedbias, the 'Inconvenient Truth for algorithms', now streaming on @Netflix.

3. We are proud supporters of @codedbias because we believe in a future that [insert your organization's values/goals that align with the film]. We are excited to announce that #CodedBias is available to stream on @netflix on April 5th.



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# WATCH PARTY GRAPHICS

Please use these graphics to invite your constituencies to host a Netflix party or join your own. These are designed to be shared after April 5th.

## FACEBOOK



## Suggested Copy

- 1.** Now streaming on @Netflix, @sundance documentary @codedbiasmovie by @Shalini KantayyaOfficial is a must watch for everyone. Sign up for a Watch Party with friends and colleagues and access additional resources here: [codedbias.com/watchparty](https://codedbias.com/watchparty)
- 2.** Artificial Intelligence doesn't free us from prejudices; it only automates our prejudices. Learn why and how by watching @codedbiasmovie, now streaming on @Netflix. Sign up to host a watch party with friends and access additional resources here: [codedbias.com/watchparty](https://codedbias.com/watchparty)
- 3.** Get together with friends and host a virtual watch party for @codedbiasmovie, the 'Inconvenient Truth for algorithms', now streaming on @Netflix. Access additional resources and learn more here: [codedbias.com/watchparty](https://codedbias.com/watchparty)

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## TWITTER



**1.** Facial Recognition tech didn't recognize @jovialjoy until she put on a white mask. She is one of the genius women revolutionizing A.I. in @CodedBias, now streaming on @netflix. Sign up to host a watch party and access additional resources here: [codedbias.com/watchparty](https://codedbias.com/watchparty)

**2.** "I have nothing to hide" will no longer be a good excuse to ignore your data privacy after watching this film. @CodedBias is now streaming on @netflix. Share with friends and host a Netflix party with additional resources at the link: [codedbias.com/watchparty](https://codedbias.com/watchparty)

**3.** The fight to protect our data rights can't be won alone. Now streaming on @netflix, the @sundancefest doc @CodedBias by @shalinikantayya is a must watch for everyone. Host a Netflix party with friends, access additional resources and learn more here: [codedbias.com/watchparty](https://codedbias.com/watchparty)

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## INSTAGRAM



Note: If sharing these posts please [add this link](#) to your Instagram biography.

- 1.** Host a watch party to learn more about the genius women changing the world of A.I. in @codedbias, now streaming on @netflix. Additional resources and instructions available in the link in our bio.
- 2.** This fight for our data rights can't be won alone. Now streaming on @netflix, @codedbias is a call to action for algorithmic justice and against the unbridled power of big tech. Share with friends and host a watch party with additional resources available in the link in our bio.
- 3.** Get together with friends and host a virtual watch party for @codedbias, the 'Inconvenient Truth for algorithms', now streaming on @netflix. Access additional resources and learn more in the link in our bio.

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# WATCH WITH US GRAPHICS

Use these graphics to encourage your audience members to watch along with you. These are designed to be shared after the release of the film on April 5th.

## FACEBOOK



### Suggested Copy

**1.** #FacialRecognition tech didn't recognize @JoyBuolamwini until she put on a white mask. She is one of the genius women revolutionising A.I. in @codedbiasmovie. Join us in celebrating their work and watching @codedbiasmovie, now streaming on @Netflix.

**2.** #CodedBias serves as both a wake-up call (to invasive practices the public doesn't yet realize are being implemented) and a call to action." @Variety. Join us in watching the @sundance documentary @CodedBiasMovie by @ShaliniKantayyaOfficial, now streaming on @Netflix

**3.** Have you watched the film critics are saying "takes you to the front lines of the digital revolution"? Don't miss out on one of the most essential films of the year. Join us in watching @CodedBiasMovie by @ShaliniKantayyaOfficial, now streaming on @Netflix.

## TWITTER



**1.** We're watching @CodedBias on Netflix - are you? Join us in celebrating the genius women shining a light on the dangers of AI in #CodedBias, now streaming on @netflix.

**2.** "#CodedBias" serves as both a wake-up call (to invasive practices the public doesn't yet realize are being implemented) and a call to action." @Variety. Join us in watching the @sundancefest documentary @CodedBias by @shalinikantayya, now streaming on @netflix.

**3.** Now streaming on @netflix - @CodedBias by @shalinikantayya is a must watch for everyone as we learn how to protect our data rights in the 21st century. Tweet at us with the hashtag #CodedBias to let us know you're watching along!

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## INSTAGRAM



**1.** "Our faces may well be the final frontier of privacy, but regulations make a difference. Congress must act now to uphold American freedoms and rights." - @joyfulcode. Join us in celebrating Joy Buolamwini and the other genius women shining a light on the perils of AI in @codedbias, now streaming on @Netflix.

**2.** #CodedBias serves as both a wake-up call (to invasive practices the public doesn't yet realize are being implemented) and a call to action." @Variety. Join us in watching the @sundanceorg documentary @codedbias by @shalinikantayya, now streaming on @Netflix.

**3.** We're watching @codedbias - are you? Don't miss out on this must watch film that will drastically alter your relationship with the tech in your life. Join us in watching the @sundanceorg doc @codedbias by @shalinikantayya, now streaming on @Netflix.

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# CODED BIAS TRAILERS ■

Videos are one of the most effective ways to share a story on social media. [In this folder](#), you will find trailers under one minute which can be used across Twitter, Instagram, Facebook, or LinkedIn.



## Suggested Copy

### INSTAGRAM

#FacialRecognition tech didn't recognize @joyfulcode until she put on a white mask. She is one of the genius women changing the world of A.I. in @codedbias. Join us in celebrating the brilliant women in @sundanceorg documentary @codedbias by @shalinikantayya, available to stream on @netflix on April 5th.

### FACEBOOK

#FacialRecognition tech didn't recognize @JoyBuolamwini until she put on a white mask. She is one of the genius women changing the world of A.I. in @codedbiasmovie. Join us in celebrating @sundance doc @codedbiasmovie by @ShaliniKantayyaOfficial, available to stream on @Netflix on April 5th.

### TWITTER

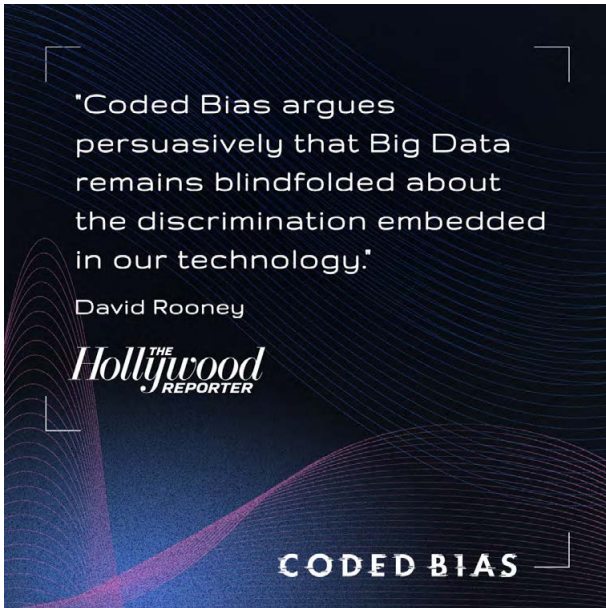
#FacialRecognition tech didn't recognize @jovialjoy until she put on a white mask. She is one of the genius women changing the world of A.I. in @CodedBias. Join us in watching @sundanceorg doc @codedbias by @shalinikantayya, available to stream on @netflix on April 5th.

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# REVIEWS OF CODED BIAS ■

Share reviews of the film with graphics from various press coverage.

## INSTAGRAM



### Suggested Copy

"@codedbias argues persuasively that Big Data remains blindfolded about the discrimination embedded in our technology" - @hollywoodreporter, David Rooney. Watch @shalinikantayya's brilliant doc @codedbias, available to stream on @netflix on April 5th.

## TWITTER



"@CodedBias argues persuasively that Big Data remains blindfolded about the discrimination embedded in our technology" - @THR, @DavidC Rooney1. Available to stream on @Netflix on April 5, you won't want to miss @shalinikantayya's incredible doc @CodedBias.

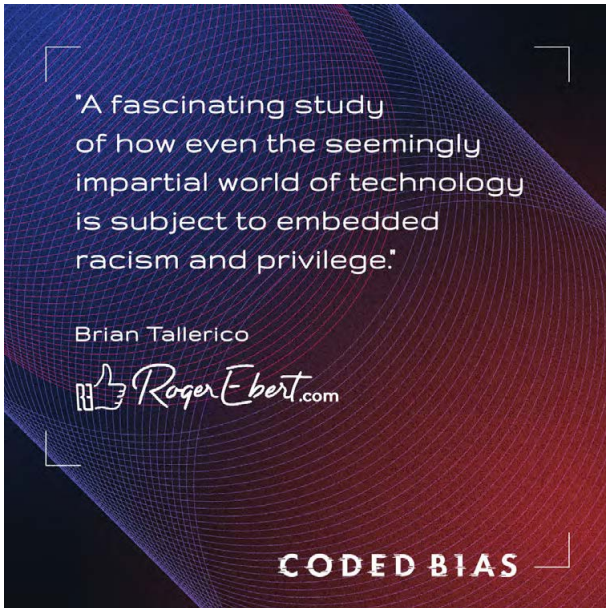
## FACEBOOK



"@codedbiasmovie argues persuasively that Big Data remains blindfolded about the discrimination embedded in our technology" - @HollywoodReporter, David Rooney. Join us in celebrating the genius women of @ShaliniKantayyaOfficial's doc @CodedBiasMovie, available to stream on @Netflix on April 5th

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## INSTAGRAM



### Suggested Copy

"Even the seemingly impartial world of technology is subject to embedded racism and privilege." - Brian Tallerico, Roger Ebert. Find out how and why by watching @CodedBias, available to stream globally on @netflix on April 5th.

## TWITTER



"Even the seemingly impartial world of technology is subject to embedded racism and privilege." - Brian Tallerico, Roger Ebert. Find out how and why by watching @shalinikantayya's incredible doc @CodedBias, available to stream on @netflix on April 5th.

## FACEBOOK



"Even the seemingly impartial world of technology is subject to embedded racism and privilege." - Brian Tallerico, @ebertchicago. Find out how and why by watching @ShaliniKantayyaOfficial's incredible documentary @codedbiasmovie, available to stream globally on @Netflix on April 5th.



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# CODED BIAS CAST QUOTES

## INSTAGRAM



### Suggested Copy

“Our faces may well be the final frontier of privacy but regulations make a difference. Congress must act now to uphold American freedoms and rights.” - @joyfulcode. Find out more from Joy Buolamwini in @shalinikantayya’s film @codedbias, available to stream globally on @netflix on April 5th.

## TWITTER



“Our faces may well be the final frontier of privacy but regulations make a difference. Congress must act now to uphold American freedoms and rights.” - @jovialjoy. Find out more from Joy Buolamwini in @shalinikantayya’s film @CodedBias, available to stream globally @netflix on April 5th.

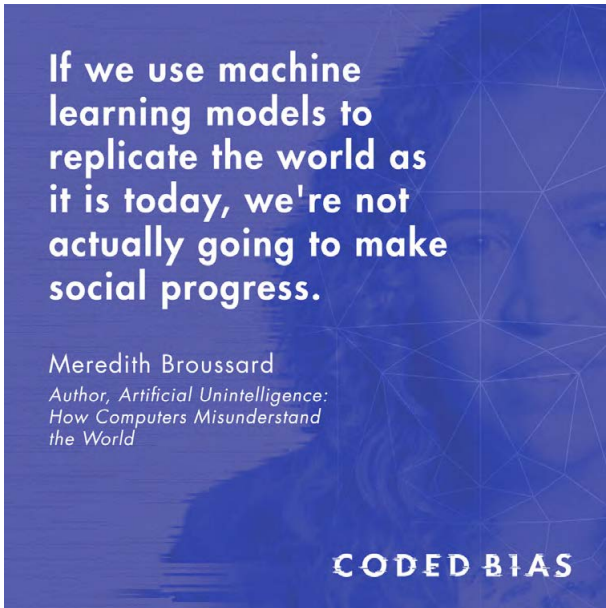
## FACEBOOK



“Our faces may well be the final frontier of privacy but regulations make a difference. Congress must act now to uphold American freedoms and rights.” - @JoyBoulamwini. Find out more from Joy Buolamwini in @ShaliniKantayyaOfficial’s documentary @codedbiasmovie, available to stream globally on @Netflix on April 5th.

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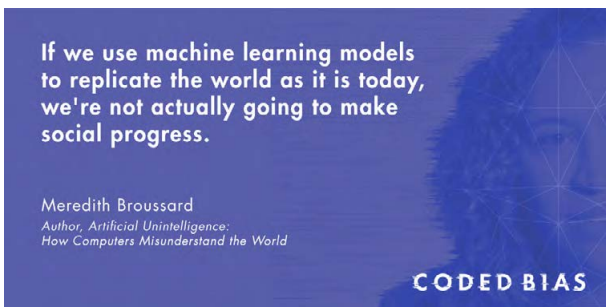
## INSTAGRAM



### Suggested Copy

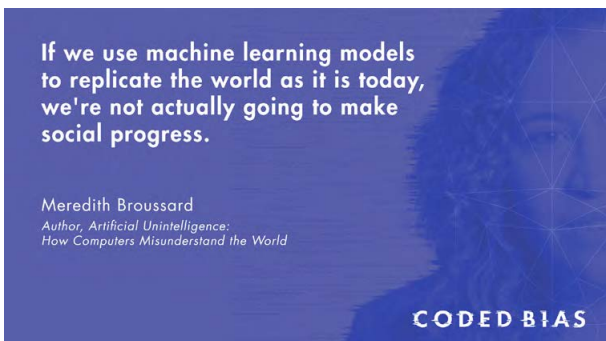
"If we use machine learning models to replicate the world as it is today, we're not actually doing to make social progress" - @merbroussard. Join us in celebrating @shalinikantayya's incredible documentary @codedbias, available to stream globally on @netflix on April 5th.

## TWITTER



"If we use machine learning models to replicate the world as it is today, we're not actually doing to make social progress" - @merbroussard. Join us in watching @shalinikantayya's incredible doc @CodedBias, available to stream globally on @netflix on April 5th.

## FACEBOOK



"If we use machine learning models to replicate the world as it is today, we're not actually doing to make social progress" - Meredith Broussard. Join us in watching @ShaliniKantayyaOfficial's @codedbiasmovie, available to stream globally on @Netflix on April 5th.

GLOBAL RELEASE  
MARKETING TOOLKIT

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**C O D E D B I A S**