

#SAVEGENTLEMANJACK



#BRINGBACKGENTLEMANJACK

# Contents

Introduction.....	01
Social Media.....	02
A Well Worded Letter.....	04
Events.....	05
Petition.....	06
What The TV Industry Cares About.....	07
Website.....	09
Acknowledgements.....	10



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# Introduction

Welcome to this document which sets out the strategy for the #SaveGentlemanJack campaign.

As you will know, this campaign was kicked off quickly by fans of the show across the globe, with one sole purpose; to demand our voices be heard to save our beloved show!

We understand there are multiple strands of the campaign and that at times, it may seem a bit overwhelming. The intention of this document is to provide some direction, context and clarification on how you can get involved, all in one easily accessible place. We know not everyone is familiar with social media in its various forms, so we hope this helps answer some of the questions you might have so we can all work together and collectively #SaveGentlemanJack

Go on fearlessly!

Team SGJ x

#SAVEGENTLEMANJACK  
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# Social Media

## WHY?

Social Media is one of the most powerful assets we have in this campaign. We have it on good authority from contacts in the entertainment industry that social media support is considered more important than you'd think!

It doesn't cost anything, and everyone no matter their physical location can get involved, and the possibilities of who we can reach are endless. It is the most direct way to target BBC, HBO and other networks, and help our campaign gain momentum and attention.

Through collective experience and research, we have put together a social media strategy that ensures we are putting the right things out there, at the right time, and targeting the right people, but this is most effective when we can get as many people as possible involved!





## HOW?

We regularly update our social channels with the most current hashtags, network targets and online events that you can get involved with. We update regularly and are always willing to take new idea suggestions from everyone!

Twitter can be particularly challenging to get to grips with if you have not used it before. Reach out to us on any of the #SJG social channels; one of the team would be happy to help or buddy you until you're up to speed!

Details of where you can find us on social media can be found below.

## KEY INFORMATION

03

Our daily Power Hours on Twitter are 4pm EST and 9PM UK - follow our social channels for weekly themes and events to get involved with, and to stay up to date with who our current targets are.

Our main hashtags we try to include in ALL tweets are:

#SaveGentlemanJack

#BringBackGentlemanJack

This helps us to 'trend' which means we are pushed up the algorithm and more people can find out about our campaign.



@savegjcampaign



Official Save Gentleman Jack  
Campaign



@savegentlemanjack



@savegentlemanjack

# A Well Worded Letter

We have been encouraging everyone to reach out to the powers that be at various global streaming platforms to express their passion for Gentleman Jack, and just how much support is out there for a new series. If you feel so inclined, please do continue to send your 'well worded letters' to the decision makers listed on our website. Our targets are updated regularly on here,

Keep them positive and focused on how much the show means to us and our community!

# Events

05

As well as our social media campaign and online participation events, we are hoping to run some in person events too, for those of you who are able to make it.

We are also open to anyone coming up with and arranging their own events across the globe that will help to raise awareness of our campaign.

The best way to stay up to date with upcoming events, both in person and online, are to follow our social channels, where we will provide updates regularly. We will also be looking for volunteers to help with events we do organise, so look out for opportunities to get involved!



# Petition

The #SGJ petition has quickly gathered momentum and at the time of writing is close to 15k signatures!

However, we are determined to demonstrate just how much support is out there for Gentleman Jack, and the more signatures we can get the better.

Please continue to share the link! Post it on your social media, send it to your friends and family, work colleagues - you name it!

Details of the petition, how to sign and the direct links can be found on the 'Petition' page on our website.

06





# What the TV industry cares about

07

Some of the team have reached out to contacts in the television industry to find out the answer to our biggest burning question; just what do decision makers at television networks *really* care about? In addition to the rest of the activity we are running as part of our campaign, doing any of the following things can really help influence those people in power.

## STREAM. WATCH. REPEAT!

Frankly, a huge part of this is a numbers game. Networks want views, simple as. Our answer to this? Stream, stream and stream again! We are a huge community of fans, and lets face it, could we really find a better show to watch over and over again?! HBO may have decided not to renew, but it's important we continue to show the BBC that there is an audience out there who want to see the conclusion of this story. Any other potential production partners will be looking to these figures too, so lets make sure they're impressive, and enlist everyone you can to help!



Another easy way to help is to rate and review Gentleman Jack in the following places:

- Apple Store Charts (search online for the correct store for your country)
- Rotten Tomatoes
- IMDb

You may have to create an account on these sites to leave reviews. Be as passionate as possible when you leave your reviews; leave readers in no doubt just how much this show means to you!

## PURCHASES AND DOWNLOADS

Although live viewing and streaming figures are the main consideration when renewing a show, DVD, Blu-Ray and paid-for downloads are also impactful. Family Guy was saved from cancellation many years ago due to a huge amount of DVD sales that demonstrated that the audience and demographic was out there to warrant a renewal.

The cost of living is growing for many of us across the world at the moment, so this is just a suggestion for those of you who feel able to do so. Gentleman Jack may not be available to stream for free forever, and having a physical copy means you'll be able to watch it unrestricted forever! Why not consider gifting the series to a friend who you think might enjoy the show? What better way to boost our campaign than by getting more fans on board?!

# Website

We have now launched our campaign website, **BringBackGentlemanJack.com** which promises to be a fantastic central resource for everything #SaveGentlemanJack.

You can get involved by preparing a review of Gentleman Jack to submit to the site; please note these will be publicly displayed. Be as passionate as possible! Tell the world your Gentleman Jack story, and what the show means to you. Look at the phone on this page to give you some ideas. The authors may look familiar...

We are also looking for some guest contributors to write blogs for us; if this sounds like something you'd be interested in, get in touch via our social channels or the contact form on the website.

09



# Acknowledgements

10

Team #SJG would like to thank the following individuals for their support of the campaign

**Pat Esgate** - for all of your support, guidance and encouragement. We couldn't do this without you!

**Helen Hawkins** - for organising the most wonderful flash mob at Shibden Hall and bringing fans from across the world together to dance! (See the video [here](#)!)

**Every member and participant of our Facebook groups, Twitter events and Instagram followers** - we are all in this together and every single one of you is making a difference in helping this campaign succeed. THANK YOU!!!

....and finally, for the gift they have given us, and why we are all here;

**Sally Wainwright, Suranne Jones, Sophie Rundle, and the entire cast, crew and creative team behind Gentleman Jack** - words will never express the love and gratitude we have for this show. It is so much more than just television. You have changed, and saved lives. Thank you for being true allies to the LGBTQ+ community, and bringing to life one of our most important pieces of history in the most perfect way possible. We hope the work we are doing helps you all return to finish telling Anne and Ann's story. We love you!