



## Social Media Outreach Guide

As a Promoter, it's your job to share your event through social media with your friends, family, followers, and community!

Create frequent, fun, and memorable Facebook, Instagram, and Twitter posts to get the word out about your screening:

### Example Facebook Posts:

- I'm hosting a screening of the film **Created Equal** on [Date] at [Theater]! The screening will only happen if we sell [Tickets Needed] before the deadline, so purchase your ticket today at [Event Page URL]!
- Join me in watching **Created Equal**! Go to [Event Page URL] and buy a ticket today through **Tugg, Inc**!
- **Created Equal** is a fantastic film about a cocky, up-and-coming attorney, begrudgingly takes on a case to sue the Catholic Church for sex discrimination; after a woman, who's desperate to become a priest, solicits his help. We're hosting a screening of it on [Date] at [Theater]! Go to [Event Page URL] and reserve your tickets now before they all sell out!
- I only need to sell [#] tickets to make my screening of **Created Equal** happen. It's going to be a night to remember, so support me and support this film by reserving your ticket before the deadline! [Event Page URL]
- I'm trying to host a screening of a film I love called **Created Equal**, but it can only happen if I sell [#] tickets. If you want to see an awesome movie about a cocky, up-and-coming attorney, begrudgingly takes on a case to sue the Catholic Church for sex discrimination; after a woman, who's desperate to become a priest, solicits his help, get your tickets now! [Event Page URL]

*Note: A Facebook post is on average only seen by 16% of your friends or followers, so don't rely on just a couple of posts. Keep sharing! That's the only way to guarantee your message gets out! Also, be sure to tag both the film's and Tugg's Facebook page in these posts so that we can help get the word out.*

### Example Twitter/Instagram Posts:

You can include some of these tags: @TuggInc, #TuggInc, #CreatedEqualMovie, Twitter:



# CREATED EQUAL

Screening  
Resource Kit

@CreatedEqual1, Instagram: @moviecreatedequal

- Can't wait for my @TuggInc screening of @CreatedEqual1. Come out and join the community in viewing this film: **[Event Page URL]**
- We only need **[Tickets Needed]** to guarantee our screening of @CreatedEqual1 at **[Theater Name]** – visit **[Event Page URL]** and buy your ticket today!
- Remember to reserve your tickets to my screening of @CreatedEqual1 before the box office closes! **[Event Page Link]**
- Reserve your tickets for my screening of @CreatedEqual1 today! The box office closes in **[Days--Hours--Minutes]**. **[Event page link]**
- Live in the **[#City]** area? Check out this @TuggInc screening of @CreatedEqual1 on **[Date]**! **[Event Page Link]**