



Social Media Outreach Guide

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

Create fun and memorable Facebook and Twitter Posts to get the word out about your screening:

Example Facebook Posts

- I'm hosting a screening of the film ***The Cherokee Word for Water*** 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 ***The Cherokee Word for Water!*** Go to **[Event Page URL]** and buy a ticket today through **Tugg, Inc!**
- ***The Cherokee Word for Water*** is a fantastic film about the work that led Wilma Mankiller to become the first modern female Chief of the Cherokee Nation. 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!

Note: A Facebook post is on average only seen by 15% 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 The Cherokee Word for Water's and Tugg's Facebook page in these posts so that we can help get the word out.

Example Twitter Posts:

- Can't wait for my @TuggInc screening of @wordforwater. Come out and join the community in viewing this film: **[Event Page URL]**
- We only need **[Tickets Needed]** to guarantee our screening of @wordforwater at **[Theater Name]** - visit **[Event Page URL]** and buy your ticket today!