Social Media Outreach Guide

As a Promoter, it's your job to share your event through social media with your members, 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:

- Our church is hosting a screening of the new film *A Return to Grace: Luther's Life and Legacy* on **[Date]** at **[Theater]**! The screening is a great way to reconnect with Luther's story— but it will only happen if **[# of Tickets Needed]** more people get tickets before the deadline, so purchase your ticket today at **[Event Page URL]**!

- Join us in watching *A Return to Grace: Luther's Life and Legacy.* Go to **[Event Page URL]** and get a ticket today through **Tugg, Inc**!

- *A Return to Grace: Luther's Life and Legacy* is a rousing adventure story about Martin Luther's life. We're hosting a screening of this new film on **[Date] at [Theater]!** Go to **[Event Page URL]** and reserve your tickets now before they all sell out!

- Celebrate the 500th anniversary of the Reformation! Come and watch *A Return to Grace: Luther's Life and Legacy.* We need to encourage **[#]** more people to get tickets to make this screening happen. It's going to be a night to remember, so support our church and support this film by reserving your ticket before the deadline! **[Event Page URL]**

Note: A Facebook post is on average only seen by 16 percent 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: #newluthermovie @TuggInc, #TuggInc, @newluthermovie

- Can't wait for my @TuggInc screening of @newluthermovie Come out and join the community in viewing this film: **[Event Page URL]**

- We only need **[Tickets Needed]** to guarantee our screening of @newluthermovie at **[Theater Name]** – visit **[Event Page URL]** and buy your ticket today!

- Remember to reserve your tickets to my screening of @newluthermovie before the box office closes! **[Event Page Link]**

- Reserve your tickets for my screening of **@newluthermovie** today! The box office closes in **[Days--Hours--Minutes]**. **[Event page link]**

- Live in the **[#City]** area? Check out this @TuggInc screening of **@newluthermovie** on **[Date]**! **[Event Page Link]**