

SOCIAL MEDIA KIT

SOCIAL MEDIA APPROACH

Overall we'd like to maintain a positive outlook for our posts, updates, re-tweets and shares. Please find articles highlighting positive change, positive news, positive energy around the issues related to gun violence.

WHAT TO INCLUDE ON A POST, IF POSSIBLE, CAN BE ABBREVIATED

Whenever possible encourage contacts to follow us on Facebook, Twitter and Instagram.

Facebook: @ShotEveryonePays

Twitter: @ShotEvery1Pays

Instagram: ShotEvery1Pays

End posts with the some or all of the following:

Get involved. SHOT is not just a movie, it's a movement.

SHOT opens in theaters September 22 in NY & LA. @MusicHall3 @CityCinemas

We'll tell you as soon as tickets go on sale.

Shotmovie.org #SHOTmovie #NoahWyle @sharonleal17 @JorgeLendeborg #JeremyKagan
#stopgunviolence

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FACEBOOK

Suggested Facebook posts, include an image:

POST ONE: One bullet. Three lives. Everyone pays. On an average Los Angeles day, a couple on the verge of divorce and a bullied teenager find their lives desperately changed when the teenager's illegal gun goes off.

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POST TWO: Noah Wyle, Sharon Leal and Jorge Lendeborg, Jr. star in director Jeremy Kagan's new film SHOT, about an innocent bystander who is accidentally shot with an illegal gun.

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Reviews of the film - *UPCOMING*

Reviews of the trailer -

<https://www.tvovermind.com/movies/excited-see-los-angeles-based-drama-shot>

"The trailer did a magnificent job of giving us a taste of what is to come, and making us want much more." And we can't wait to share the film with audiences and Dana Hanson-Firestone from tvovermind.com who gave us this great review. Thank you!

Articles and Shares from the following organizations:

www.thetrace.org

www.cureviolence.org

www.sandyhookpromise.org

www.ceasefireusa.org

TWITTER

Suggested Tweets:

TWEET ONE: Go see SHOT starring Noah Wyle, @sharonleal17 and @JorgeLendeborg about an innocent bystander who is accidentally shot. @ShotEvery1Pays

TWEET TWO: It's time to end #GunViolence. @ShotEvery1Pays Opens in NY & LA 9/22.

TWEET THREE: Go see #SHOTmovie Opens in NY & LA 9/22. @Laemmle @CityCinemasNYC @shoteveryonepays @sharonleal17 @JorgeLendeborg

If possible include in postings:

@sharonleal17

@JorgeLendeborg

INSTAGRAM

I still don't have access to the instagram account. Working on this. People will be posting pictures as we get closer to roll out.

Suggested blog posts

Positive articles on gun violence solutions. Positive articles about community action in response to gun violence. Positive articles on changes for the better.

Working on this.

Suggested email announcements
Working on this.

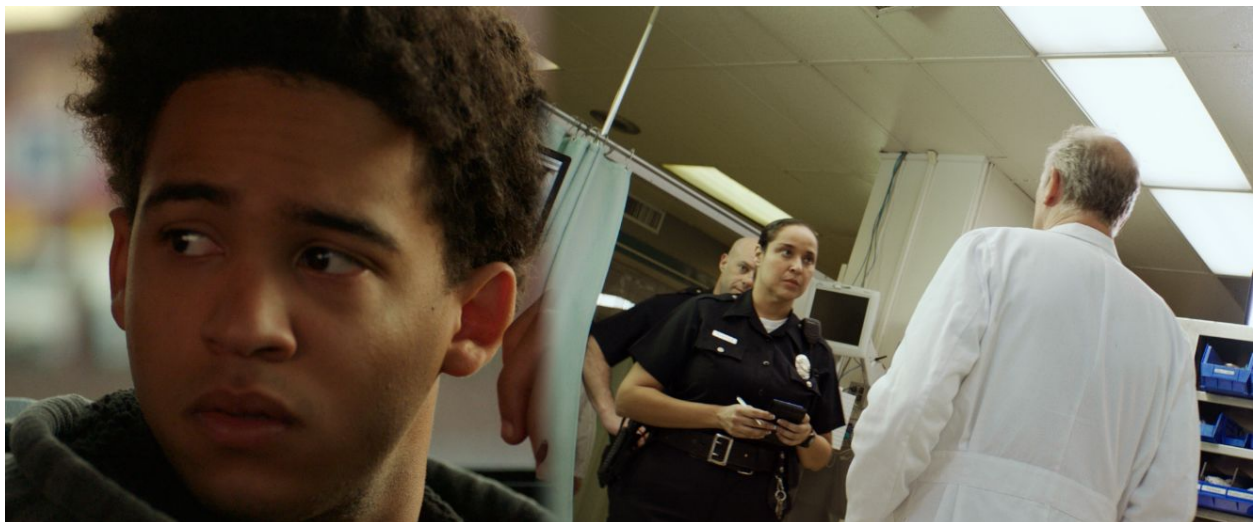
Stills with captions / digital postcards
Working on this with Ben

Other things we provide:

Links to trailer(s):
<https://vimeo.com/226463838>

Links to other videos: *We don't have anything right now. We're working on transferring over the youtube account*

Banners





*"I was very moved.
It's both intimate in its storytelling
and powerful in making a statement."*

*~ Michelle Satter, Director,
Feature Film Program,
Sundance Institute.*

SHOT

OPENS SEPTEMBER 22 - LA-NY

**One Bullet.
Three Lives Changed Forever.**



NOAH WYLE

SHARON LEAL

JORGE LENDEBORG JR.

One bullet.
Three lives changed forever.

SHOT