

## **DREAM ON Social Media**

Using social media is one of the most effective methods of publicizing your community screening of DREAM ON. We suggest starting a Facebook event page; inviting your colleagues, partner organizations, friends, and neighbors; and continuing to post regular updates to entice viewers to attend your screening. Twitter is also a great way to alert your followers and send reminder notices.

Please be sure to advise us of the details of your event, so we can post them to the DREAM ON Facebook page and Twitter account. Share our content on your event page as well. For images and information about DREAM ON, please visit our press room at <http://www.pppdocs.com/pressroom.html>

**DREAM ON website:** <http://pppdocs.com/dreamon.html>

**DREAM ON Facebook page:** [www.facebook.com/dreamonfilm](http://www.facebook.com/dreamonfilm)

**DREAM ON Twitter handle:** [@dreamon\\_film](https://twitter.com/dreamon_film)

**DREAM ON images:** <http://www.pppdocs.com/pressroom.html>

### **Sample Tweets:**

American Dream: dead or alive? @JohnFugelsang hits the road to find out in @dreamon\_film. Get the answer at [Insert your event link]

Join @JohnFugelsang on an epic road trip in search of the American Dream in @dreamon\_film [Insert your event link]

Follow @JohnFugelsang as he traces Tocqueville's journey in @dreamon\_film and see how the American Dream is doing [Insert your event link]

Candidates from Sanders to Trump promise to restore the American Dream. Watch @dreamon\_film and tell us who can do it [Insert your event link]

The gap between rich and poor is the widest on record. The American Dream? Dream on! Come see @dreamon\_film [Insert your event link]

Poverty rate higher than before the Great Recession. The American Dream? Dream on! Come see @dreamon\_film [Insert your event link]

George Carlin said, "It's called the American Dream because you have to be asleep to believe it." Wake up with @dreamon\_film [Insert your event link]

Some Americans can afford to buy the American Dream. For the rest of us, there's [your labor union or community group here] @dreamon\_film [Insert your event link]

Everyone's talking about reviving the American Dream. Are they just dreaming? Tell us what you think @dreamon\_film [Insert your event link]

### **Sample Facebook Posts:**

ROAD TRIP! John Fugelsang goes in search of the American Dream after decades of rising income inequality and declining social mobility. Join us for a screening of the new film DREAM ON. [Insert your event details and links]. See the trailer at <https://www.facebook.com/dreamonfilm>

Is the optimistic spirit of the American Dream that Alexis de Tocqueville observed in 1831 still alive in twenty-first-century America? Join political comedian John Fugelsang on an epic journey to find out. We invite you to attend a special screening of the new film DREAM ON and share your stories about the American Dream this election season. [Insert your event details and links] See the trailer at <https://www.facebook.com/dreamonfilm>

What's it like trying to climb the economic ladder out of the pit of the Great Recession? Find out in the new film DREAM ON featuring political comedian John Fugelsang. Then, join us for a discussion on how to revitalize the American Dream in our community. [Insert your event details and links] See the trailer at <https://www.facebook.com/dreamonfilm>

Was George Carlin right when he said, "It's called the American Dream because you have to be asleep to believe it?" Or is Alexis de Tocqueville's optimistic spirit of the American Dream still alive and well? John Fugelsang searches for answers in an epic road trip retracing Tocqueville's 19<sup>th</sup>-century American journey. Join us for a screening of DREAM ON [Insert your event details and links] <https://www.facebook.com/dreamonfilm>

Most people—Democrat, Republican—agree that if you work full time, you should not be poor. But today 30 million working Americans earn less than the federal poverty level for a family of four. To address this crisis, join us for a special screening of the new film DREAM ON, featuring renowned political comedian John Fugelsang [Insert your event details and links] See the trailer at <https://www.facebook.com/dreamonfilm>

"That old adage that hard work automatically leads to prosperity is no longer true for the majority of Americans. Yet, most of the folks I met on my Tocqueville odyssey still believed the dream, even when their daily struggles made it feel impossibly out of reach."—John Fugelsang. We invite you to attend a screening of the new film DREAM ON. [Insert your event details and links]. See the trailer at <https://www.facebook.com/dreamonfilm>