

## **FIRST DEGREE Social Media**

Using social media is one of the most effective methods of publicizing your community screening of FIRST DEGREE. 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 FIRST DEGREE Facebook page and Twitter account. Share our content on your event page as well. For images and information about FIRST DEGREE, please visit our press room at <http://pppdocs.com/pressroom.html>

**FIRST DEGREE website:** <http://pppdocs.com/firstdegree.html>

**FIRST DEGREE Facebook page:** <https://www.facebook.com/pppdocFirstDegree/>

**FIRST DEGREE Twitter handle:** [@FirstDegreeFilm](https://twitter.com/FirstDegreeFilm)

**FIRST DEGREE images:** <http://www.pppdocs.com/pressroom.html>

### **Sample Tweets**

What do you do with a BA in English? Better yet, what does an ex-con do with a BA in anything? Come see @FirstDegreeFilm and find out!

@JohnFugelsang goes to prison ... in @FirstDegreeFilm. Check it out at [insert your event link here]

These college graduates take more than a few steps across a stage, they take them to freedom. Watch it all unfold in @FirstDegreeFilm

Can a college behind bars stop the revolving prison door? Come see @FirstDegreeFilm and find out!

50% of released inmates return to prison w/in 5 yrs. For one group of ex-convicts, less than 1% return. Find out why @FirstDegreeFilm

How do we reduce mass incarceration? We have an A+ answer for you! Graduate to @FirstDegreeFilm

Land of the free is world's biggest jailer. Here's a key to the future for millions of prisoners. Come see @FirstDegreeFilm

A first degree is a second chance at life. Discover a new path to justice and community healing through prison education @FirstDegreeFilm

Hear from prisoners inside the notorious Sing Sing prison about why they won't be returning to live behind bars @FirstDegreeFilm

Why are criminals getting an education in Sing Sing? Join @JohnFugelsang as he finds out

Not every graduation takes place on campus @JohnFugelsang explores Sing Sing's historic education program in @FirstDegreeFilm

Why do prisoners want to learn French? Check out @FirstDegreeFilm with @JohnFugelsang here [insert link] to find out why!

### **Sample Facebook Posts:**

John Fugelsang heads up the river! In FIRST DEGREE, Fugelsang explores why the prisoners of Sing Sing prison are getting degrees of another kind. Join us for a screening and discussion [insert your event details here] and be sure to like the film on Facebook! <https://www.facebook.com/pppdocFirstDegree>

Not all graduations take place on campus. Watch as the gentlemen of Sing Sing prison walk across the stage, while still behind bars, in FIRST DEGREE. Check out the film at <https://www.facebook.com/pppdocFirstDegree> and come see it with us at [insert your event details here]

School is more than just a classroom to the men at Sing Sing prison; it's their road to freedom. Check out John Fugelsang in FIRST DEGREE, as he speaks to the inmates looking to make a difference in their lives and their communities [Insert your event details here]. Please like the film on Facebook! <https://www.facebook.com/pppdocFirstDegree>

Why fund education for convicts? John Fugelsang looks into the unique story of Sing Sing's remarkable prison education program in FIRST DEGREE. Visit us at <https://www.facebook.com/pppdocFirstDegree>

Nationwide, half of released inmates return to prison within five years. How can a college behind bars stop this revolving prison door? Please join us for a screening of FIRST DEGREE. Called an "emotional powerhouse," this new film tells the story from the inside of the notorious Sing Sing prison in upstate New York. [Insert your event details here] Please visit <https://www.facebook.com/pppdocFirstDegree> for more information.

The expression "sent up the river" was coined by convicts who were sent up the Hudson River to do their time at the notorious Sing Sing Correctional Facility. FIRST DEGREE finds hope in this bleak place by investigating an unusual college behind bars that is successfully preventing inmates from being sent back up the river after their release. Join us for a screening of this uplifting new film and hear from the prisoners who now have a

second chance on life. [Insert your event details here]  
<https://www.facebook.com/pppdocFirstDegree/>

There's been a 700 percent increase in the U.S. prison population since the war on drugs of the 1970s. Now, the land of the free is the world's biggest jailer, with nearly seven million Americans in the correctional system. How do we turn this tide? The new film FIRST DEGREE has the key. Join us for a screening of this award-winning new film. [Insert your event details here] <https://www.facebook.com/pppdocFirstDegree/>

Racial profiling and harsh sentencing laws disproportionately affect people of color. One of every three Black males born in 2001 can expect to spend time in prison in his lifetime. Prison education offers a glimmer of hope. Come see why education is so effective at reducing recidivism rates at a screening of the new film FIRST DEGREE. [Insert your event details here] For more information, please visit <https://www.facebook.com/pppdocFirstDegree/>