SOCIAL MEDIA TOOLKIT

***Charm City*** premieres on *Independent Lens* April 22, tune in or stream, at 10/9c ([check local listings](https://to.pbs.org/2RGfjk9)) on PBS.

*Filmed over three tumultuous years covering the lead up to, and aftermath of, Freddie Gray’s death in police custody,* ***Charm City*** *is an intimate cinema verité portrait of those surviving in, and working to improve, the vibrant city they call home.*

**Companion Site:** <https://to.pbs.org/2HLesLg>

**Hashtag:** #CharmCityPBS

**Streams** **on PBS Video:** <https://to.pbs.org/2Cj4ZrY>

**Social Assets**

* Google Drive: <http://bit.ly/2HzQQcs>
* Web Download: <https://to.pbs.org/2CyTa1d>

**FACEBOOK:**

A healthy neighborhood needs neighbors who will step up for each other.

@charmcitydoc premieres Monday, April 22 on @PBS. <https://to.pbs.org/2HLesLg>

Every day, in every neighborhood, there are unsung heroes who lead with love. @charmcitydoc premieres Monday, April 22 on @PBS. <https://to.pbs.org/2HLesLg>

Progress is possible everywhere. @charmcitydoc premieres Monday, April 22 on @PBS. <https://to.pbs.org/2HLesLg>

Filmed over three tumultuous years, @charmcitydoc is the intimate story of neighbors surviving in, and working to improve, the city they call home.

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*Crosspost our videos by going to Publishing Tools > Videos You Can Crosspost. Not whitelisted as an Indie Lens Facebook crossposting partner? Email*[*aldo.mora-blanco@itvs.org*](mailto:aldo.mora-blanco@itvs.org)*.*

**TWITTER**

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**INSTAGRAM:**

Monday, April 22 on #IndieLensPBS [Link in @IndependentLens bio]

A healthy neighborhood needs neighbors who will step up for each other. Filmed over three tumultuous years, #CharmCityPBS is the intimate story of neighbors surviving in, and working to improve, the city they call home, demonstrating progress is possible everywhere.

Tune into @PBS.