SOCIAL MEDIA TOOLKIT

***The Providers*** premieres on *Independent Lens* April 8, tune in or stream, at 10/9c ([check local listings](https://to.pbs.org/2RGfjk9)) on PBS.

*Set against the backdrop of the physician shortage and opioid epidemic in rural America,* ***The Providers*** *follows three healthcare providers in northern New Mexico. They work at El Centro, a group of safety-net clinics that offer care to all who walk through the doors. Amidst personal struggles that reflect those of their patients, the journeys of the providers unfold as they work to reach rural Americans who would otherwise be left out of the healthcare system. With intimate access, the documentary shows the transformative power of providers’ relationships with underserved patients.*

**Companion Site:** <https://to.pbs.org/2Hzkij6>

**Hashtag:** #TheProvidersPBS

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

**Social Assets**

* Google Drive: <http://bit.ly/2HEyd7o>
* Web Download: <https://to.pbs.org/2CyTa1d>

**FACEBOOK:**

Monday, April 8 on @IndependentLens:

Does your zip code determine your life? #TheProvidersPBS is a stark wake-up call to a crisis unfolding in rural America...and a spotlight on the ‘country doctors’ making a difference.

Next on @PBS. <https://to.pbs.org/2Hzkij6>

Without ‘country doctors,’ their patients would be stranded outside the healthcare system. #TheProvidersPBS - Monday, April 8 on @PBS. <https://to.pbs.org/2Hzkij6>

One in five Americans live in rural areas, but only one in ten physicians

practice there. #TheProvidersPBS - Monday, April 8 on @PBS. <https://to.pbs.org/2Hzkij6>

*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**

Does your zip code determine your life? #TheProvidersPBS, next on @PBS. <https://to.pbs.org/2Hzkij6>

#TheProvidersPBS is a stark wake-up call to a crisis unfolding in rural America...and is a spotlight on the ‘country doctors’ making a difference. Monday, April 8 on @PBS. <https://to.pbs.org/2Hzkij6>

Without ‘country doctors’, their patients would be stranded outside the healthcare system. #TheProvidersPBS - Monday, April 8 on @PBS. <https://to.pbs.org/2Hzkij6>

**INSTAGRAM:**

Monday, April 8 on #IndieLensPBS [Link in @IndependentLens bio]

Does your zip code determine your life? #TheProvidersPBS is a stark wake-up call to a crisis unfolding in rural America...and a spotlight on the ‘country doctors’ making a difference.

Tune into #TheProvidersPBS