



## SOCIAL MEDIA TOOLKIT

**Leftover Women** premieres on *Independent Lens* February 10, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

*Leftover Women follows three successful Chinese women -- Qiu Hua Mei, a 34-year-old lawyer; Xu Min, 28, who works in public radio; and Gai Qi, 36, an assistant college professor in Beijing -- who, despite thriving careers, are still labeled "leftover women," or sheng nu, a derogatory term used in China to describe educated, professional women in their mid-20s and '30s who are not married.*

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**Companion Site:** <https://to.pbs.org/2D7yavC>

**Official Hashtag:** #LeftoverWomenFilmPBS

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

**Twitter Media Studio:** [https://studio.twitter.com/library/13\\_1215708930585710592](https://studio.twitter.com/library/13_1215708930585710592)

### Social Assets:

- Google Drive: <http://bit.ly/332d2Sc>
- Web Download: <https://to.pbs.org/2wPovab>

### FACEBOOK:

In China, women are under immense pressure to marry young or face the stigma of being labelled sheng nu, or “leftover women.” Premieres Monday, Feb 10 on @PBS. Tune in or stream. <https://to.pbs.org/2D7yavC>

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### TWITTER:

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**INSTAGRAM:**

Monday, Feb 10 on #IndieLensPBS [Link in @IndependentLens bio]

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