



## SOCIAL MEDIA TOOLKIT

***A Day in the Life of America*** premieres on *Independent Lens* Monday, January 11, 2021. Watch on PBS or the PBS Video App starting at 10/9c.

*A Day in the Life of America* is a sweeping yet intimate cross-section of America shot on a single July 4th in 2017 with 92 film crews fanning out across the United States and Puerto Rico. The result of this ambitious, kaleidoscopic project is alternatively inspiring, provocative, beautiful, and alarming—an unflinching snapshot of a country on the verge of upheaval.

**Site:** [pbs.org/adayinthelifeofamerica](https://pbs.org/adayinthelifeofamerica)

**Hashtag:** #DayinAmericaPBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/32xLtlk>

**Web Download:** <https://to.pbs.org/2CdcOju>

### **FACEBOOK**

[film page: [@JaredLeto](https://www.facebook.com/JaredLeto)]

July 4th, 2017: 92 film crews, 24 hours, 1 nation. Director @JaredLeto captures an unflinching snapshot of a country on the verge of upheaval. Watch @IndependentLens' #DayinAmericaPBS Monday, January 11 on @PBS or the PBS Video App.

<https://to.pbs.org/3f6ZkoP>

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“I hope the impact of this film begins to show there are many who believe and fight for the American Dream, even when that dream seems to be taken away from them.”

-@JaredLeto



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Shot over a single 24 hour period across America, @JaredLeto's A Day in the Life of America weaves a wide range of beliefs and backgrounds into a rich tapestry of life. Watch @IndependentLens' #DayinAmericaPBS Monday, January 11 on @PBS or the PBS Video App.

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Email [grace.schrater@itvs.org](mailto:grace.schrater@itvs.org)

## **TWITTER**

[Film account: [@JaredLeto](#)]

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92 film crews, 24-hours, 1 nation. Directed by @JaredLeto, music by @30SECONDDSTOMARS. Watch @IndependentLens' #DayinAmericaPBS Monday, January 11 on @PBS or the PBS Video App.

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## **INSTAGRAM**

[Film account: [@JaredLeto](#)]

Bio/swipe up link: <https://to.pbs.org/3f6ZkoP>



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### **INSTAGRAM STORIES**

Watch @IndependentLens' #DayinAmericaPBS Monday, January 11 on @PBS or the PBS Video App. Link in @independentlens bio.

Swipe up: <https://to.pbs.org/3f6ZkoP>