



## SOCIAL MEDIA TOOLKIT

***Ferguson Rises*** premieres on *Independent Lens* Monday, November 8. Watch on PBS and the PBS Video app starting at 10/9c.

***Ferguson Rises*** is the story of the aftermath following the 2014 killing of Black teenager Michael Brown Jr. by white police officer Darren Wilson in Ferguson, Missouri, and how his father strove for justice.

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

**Hashtag:** #FergusonRisesPBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/3t3uPa4>

**Web Download:** <https://to.pbs.org/3xtylWs>

### **SUGGESTED COPY**

#FergusonRisesPBS explores grief and resilience in the aftermath of the killing of Black teenager Michael Brown Jr. by a white police officer.

Watch the latest @IndependentLens doc starting Monday, November 8 on @PBS and the PBS Video app.

<https://to.pbs.org/3sH1vWW>

In 2014, Michael Brown Jr. was killed by white police officer, fueling the global #BLM movement. #FergusonRisesPBS follows his father's journey seeking justice and healing.

Watch *Ferguson Rises* starting Monday, November 8 on @PBS and the PBS Video app.

<https://to.pbs.org/3sH1vWW>

How does a father find purpose in pain?

Watch @IndependentLens' #FergusonRisesPBS starting Monday, November 8 on @PBS and the PBS Video app.

<https://to.pbs.org/3sH1vWW>



Michael Brown Sr. seeks justice after a white police officer kills his son in Ferguson. Watch @IndependentLens' #FergusonRisesPBS starting Monday, November 8 on @PBS and the PBS Video app.

<https://to.pbs.org/3sH1vWW>

Hear from a wide range of Ferguson, Missouri community members and perspectives following the aftermath of the killing of Black teenager Michael Brown Jr. by a white police officer.

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<https://to.pbs.org/3sH1vWW>

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