



## SOCIAL MEDIA TOOLKIT

***Missing in Brooks County*** premieres on *Independent Lens* Monday, January 31. Watch on PBS and the PBS Video app starting at 10/9c.

Migrants go missing in rural South Texas more than anywhere else in the U.S. For many families whose loved ones have disappeared after crossing the Mexico border, one activist detective is their last hope.

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

**Hashtag:** #BrooksCountyPBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/3wA7hLJ>

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

### **SUGGESTED COPY**

The deadliest part of a migrant's journey is just beyond the border. For those missing, one man offers a last hope.

Watch @IndependentLens' #BrooksCountyPBS on @PBS and the PBS Video app starting Monday, Jan 31.

<https://to.pbs.org/37DcBCC>

Unlock the mysteries and confront the agonizing facts of life and death in Brooks County, 80 miles north of the Mexico border.

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