

## SOCIAL MEDIA TOOLKIT



@IntelligentLives & @WorldChannel



@IntelligenceDoc & @WorldChannel

National TV Premiere on October 22, 2019  
at 8:00pm on WORLD Channel, via your local  
PBS station

Streaming for FREE on WorldChannel.org  
beginning October 23, 2019

Hashtags: #IntelligentLives, #OpeningDoors, #AmericaReFramed, #WORLDxInclusion

Images and Assets: <https://bit.ly/2lPeYxi>

Broadcast Website: <https://worldchannel.org/episode/arf-intelligent-lives/>

### SAMPLE FACEBOOK POSTS:

Attention #disabilityrights advocates and film buffs! The film you've been waiting for is almost here! #IntelligentLives premieres on @WORLDChannel's award-winning series @AmericaReFramed this October 22 @ 8pm ET / 7 CT / 9 PT. Check your local PBS station for details, and tell your friends! #OpeningDoors #WORLDxInclusion

"By telling these remarkable stories we are striving for greater awareness and acceptance of disability as a natural part of our diversity as human beings."—Dan Habib, Producer & Director of the new thought-provoking documentary #IntelligentLives, premiering nationally on @WORLDChannel this October 22 @ 8pm ET / 7 CT / 9 PT.

If you believe that ALL people should be supported, valued, and included, join Oscar®-winning Actor Chris Cooper on October 22 for the national TV premiere of #IntelligentLives. This new documentary by disability rights filmmaker @DanHabib is shattering stereotypes about what it means to be "intelligent" and #openingdoors on @WORLDChannel this October 22 @ 8pm ET / 7 CT / 9 PT.

And now, a word from our sponsors—we wouldn't be here without you! Thanks to @SAP, @Agilent.Tech, and @MEAFoundation for making this broadcast possible! #OpeningDoors #DisabilityRights #Inclusion

### SAMPLE TWEETS

New #DisabilityRights film #IntelligentLives is a catalyst to transform the label of intellectual disability to a life of possibility. Watch our national TV premiere on @AmericaReFramed on @WorldChannel this October 22 @ 8pm ET / 7 CT / 9 PT. #Inclusion #OpeningDoors

#IntelligentLives is coming to TV and streaming video! This new film shows that people who have accessed supports can successfully participate in general education, college, integrated employment and relationships. Watch on @WorldChannel this October 22 @ 8pm ET / 7 CT / 9 PT.

Let's hear it for these great underwriters who helped make possible a national TV broadcast of #IntelligentLives, a film about #disabilityrights and #inclusion. Thank you @SAP, @Agilent, @MEAF for advancing this conversation!

### ADDITIONAL HASHTAGS TO EXPAND THE CONVERSATION

#inclusion #inclusiveeducation #inclusiveemployment #inclusiondrivesinnovation #presumecompetence #spedchat #specialeducation #justanumber #nolimits #itworks #ifyoucanseeityoucanbeit #seeitbeit #unlocktheschool #autism #autismawareness #disabilityrights #downsyndrome #downsyndromeawareness #seetheability

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