

PURPLE

SOCIAL MEDIA TOOLKIT

Use the copy and assets below to tell your social networks about your PURPLE screening + discussion or to encourage your social networks to host their own screenings and discussions!



#ResetTheTable #PurpleDoc #Weneed2talk



/resettingthetable



@resettingtable

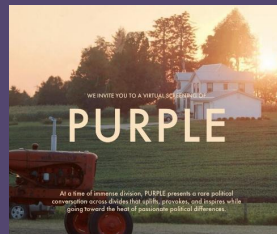
ASSETS



INVITATION TEMPLATE

[Download Invite](#)

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PURPLE SOCIAL IMAGE

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PURPLE STILL PHOTO

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IMPORTANT LINKS

PURPLE WEBSITE | resettingthetable.org/purple

PURPLE FILM | youtube.com/watch?v=TH9t7ud7Jgk

PURPLE DISCUSSION GUIDE | resettingthetable.org/purple-discussion-guide



SAMPLE SOCIAL MEDIA POSTS TO PROMOTE YOUR SCREENING/WATCH PARTY

- Hi friends & family! I'm hosting a virtual screening and discussion for a new film from @ResettingtheTable that models what healthy public debate on fault-line issues can look like. Join me & find out more: [Insert Link: e.g., Facebook Event or [Customizable Invite](#)] #ResetTheTable #PurpleDoc #Weneed2talk
- Did you know a study found 1 in 6 Americans stopped speaking to a family member or close friend after the 2016 election? I'm hosting a screening of a new film from @ResettingtheTable that captures the concerns and humanity beneath our national conflicts. Join me! [Insert Link: e.g., Facebook Event or [Customizable Invite](#)] #ResetTheTable
- I'm excited to host a screening and discussion of a new film from @ResettingtheTable. PURPLE models a political conversation that uplifts and inspires even while going toward the heat of passionate political differences. Join me! [Insert Link: e.g., Facebook Event or [Customizable Invite](#)] #PurpleDoc



SAMPLE SOCIAL MEDIA POSTS FOR SPREADING THE WORD

- #Weneed2talk! Filmed in a swing region within two bordering swing states, PURPLE models what healthy public debate on fault-line issues can look like. Check it out here: [Insert Link: e.g., [YouTube page](#), [Purple webpage](#) or [Discussion Guide](#)] #ResetTheTable #PurpleDoc #Weneed2talk
- Going beyond voter tallies, polls, & stereotypes, PURPLE reveals some of the concerns and humanity beneath our national conflicts. Host a watch party: [Insert Link: e.g., [YouTube page](#), [Purple Webpage](#) or [Discussion Guide](#)] #ResetTheTable #PurpleDoc #Weneed2talk
- A collaboration between @ResettingtheTable, a leading political mediation organization, and Transient Pictures, an Emmy-award winning production firm, PURPLE models a rare political conversation that uplifts and inspires, even while going toward the heat of our honest differences. Watch here: [Insert Link: e.g., [YouTube page](#), [Purple webpage](#) or [Discussion Guide](#)] #ResetTheTable #PurpleDoc #Weneed2talk
- At a time of great turmoil, PURPLE is a humanizing & uplifting look into people and stories behind the polarization that's unraveled millions of relationships in our country. Host a screening and discussion in your community: [Insert Link: e.g., [YouTube page](#), [Purple webpage](#) or [Discussion Guide](#)] #ResetTheTable #PurpleDoc #Weneed2talk