

RESCUE|DOCS

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## FIX IT Social Media Toolkit

Thank you for supporting A SOUTHERN FIX. Please contact us at [info@rescuedocsmedia.com](mailto:info@rescuedocsmedia.com) if you have any questions.

### Host a Screening

To find out how to host a screening, please visit our Host a Screening page at: [www.asouthernfixfilm.com/host-a-screening/](http://www.asouthernfixfilm.com/host-a-screening/)

**We will post your screening on our website and social media pages. Please include our handles and website in your outreach:**

Website: [AsouthernFixFilm.com](http://AsouthernFixFilm.com)

Facebook: [facebook.com/asouthernfix/](https://facebook.com/asouthernfix/)

Twitter: [@asouthernfix](https://twitter.com/asouthernfix)

Instagram: [instagram.com/rescuedocs/](https://instagram.com/rescuedocs/)

Newsletter: sign up from the home page of [AsouthernFixFilm.com](http://AsouthernFixFilm.com)

Hashtags: #letsfixit #adoptdontshop #rescuedogs #Asouthernfix

After your event, please send your event photos to [info@rescuedocsmedia.com](mailto:info@rescuedocsmedia.com) so that we can share them via social media.

### Sample Tweets

@rescuedocs #Asouthernfix #film creates solution driven dialogue abt #dog overpopulation. #adoptdontshop #letsfixit #rescuedogs

Do u know 3M #dogs & #cats are killed ea yr in US? See @rescuedocs #Asouthernfix #film to learn how to solve the problem. #letsfixit #adoptdontshop

Why is it better to #adoptdontshop? See @rescuedocs #Asouthernfix to find out! #rescuedogs [asouthernfixfilm.com](http://asouthernfixfilm.com)

Bring @rescuedocs #Asouthernfix #film to your community today. Click here to host a screening! [asouthernfixfilm.com](http://asouthernfixfilm.com) #rescuedogs #letsfixit

Did u know that there are 13K animal shelters in the US? See ? See @rescuedocs #Asouthernfix #film to learn more #adoptdontshop #letsfixit

## Sample Facebook Posts

Join us for a screening of powerful new documentary, A SOUTHERN FIX #letsfixit #adoptdontshop asouthernfixfilm.com

Did you know 3 millions #dogs & #cats are killed annually? See A SOUTHERN FIX to learn how to solve this problem. #letsfixit #adoptdontshop asouthernfixfilm.com

How can we end our nation's over-population of #dogs & #cats? Watch A SOUTHERN FIX to learn how to be part of the SOLUTION! #letsfixit #adoptdontshop asouthernfixfilm.com

Meet the lucky beautiful #rescuedogs of the #film A SOUTHERN FIX and learn how you can be part of the SOLUTION to ending US pet over-population. asouthernfixfilm.com

Bring A SOUTHERN FIX to your community! Host a screening of important new film abt ending nation's over-pet population. asouthernfixfilm.com

## Film Materials

FIX IT Promotional Materials are available for you to use online and offline in your film promotions at [www.asouthernfixfilm.com/promotional-materials/](http://www.asouthernfixfilm.com/promotional-materials/)

## Film Synopsis

The facts are startling: approximately 3-4 million companion animals are killed each year throughout the United States. That boils down to over 9,000 every day, 399 every hour and over 6 per minute. That's too many.

But what is the solution?

A Southern Fix is a documentary focused on finding an answer. We'll sit down with advocates, veterinarians, and rescue coordinators. Do mandatory sterilization laws work? Can education be the key? Is it a matter of cultural mindlessness? Why does one state differ in euthanasia numbers so drastically from another?

A Southern Fix is a 5,000 mile journey to find the solution.