

Secret Ingredients Social Media Toolkit

TOP PRIORITY: SHARING THE FILM

Dear screening ambassador,

The most important thing you can do is share the Secret Ingredients with as many audience members as possible. Using social media is an easy way to get audience members to populate your screening. You can use anything from this toolkit or craft your own social promotion campaign.

FACEBOOK EVENT

Create a Facebook event and invite your Facebook friends to the event. You can also create an eventbrite or evite format for inviting your network to the group.

GRAPHICS

Please access the graphics for Instagram, Twitter, and Facebook from the screening toolkit page:

<https://secretingredientsmovie.com/community-screenings/community-screenings-toolkit/>

RESOURCES

Facebook <https://www.facebook.com/secretingredientsmovie/>

Instagram <https://www.instagram.com/secretfoodfilm/>

Twitter <https://twitter.com/Secretfoodfilm>

Film <http://secretingredientsmovie.com>

SECRET INGREDIENTS

TWITTER

Below find sample tweets to promote your film screening. Please be sure to tag @secretfoodfilm in your tweets and use what you like below to promote your screening. Swap out the event link/tickets, date, time and location before copying over.

- Secret Ingredients is a must-see for anyone who has or knows of a wide range of deleterious medical conditions that could be attributable to these chemicals. **Date, Time And Location**. Join us: **Event Link Or Ticket Link**.
- @secretfoodfilm RT! #secretingredients #goorganic
- We are hosting a screening of the new film Secret Ingredients **Date, Time And Location**. Join us: **Event Link Or Ticket Link**. @secretfoodfilm RT! #secretingredients #goorganic
- Harmful poisons that make it from the fields to your table are impacting your long-term health and well being. Come watch Secret Ingredients: **Date, Time And Location Event Link Or Ticket Link** @secretfoodfilm RT! #secretingredients #goorganic
- I Ever wonder why so many people are getting sick with chronic conditions? Come find out what happens when one family gets healthy after removing secret ingredients from their diet: **Date, Time And Location Event Link Or Ticket Link** @secretfoodfilm RT! #secretingredients #goorganic
- In this new film Secret Ingredients, experts expose Monsanto's playbook in hiding toxins in the food you eat and feed your family every day. Come watch the film: **Date, Time And Location Event Link Or Ticket Link** @secretfoodfilm RT! #secretingredients #goorganic
- "What could happen if I remove the secret ingredients from my kitchen?" Come watch the new film Secret Ingredients **Date, Time And Location**. @secretfoodfilm RT! #secretingredients #goorganic
- Secret Ingredients uncovers how you can get healthy and stay healthy despite hidden hazardous foods. Come to our screening: **Date, Time And Location Event Link Or Ticket Link** @secretfoodfilm RT! #secretingredients #goorganic
- Secret Ingredients is a must-see for anyone who has or knows of a wide range of deleterious medical conditions that could be attributable to these chemicals. **Date, Time And Location Event Link Or Ticket Link** @secretfoodfilm RT! #secretingredients #goorganic

SECRET INGREDIENTS

FACEBOOK & INSTAGRAM

Please be sure to tag *@secretfoodfilm* when you post and feel free to change the copy to fit your showing but you need to

- Secret Ingredients is a must-see for anyone who has or knows of a wide range of deleterious medical conditions that could be attributable to these chemicals. [Date, Time And Location Event Link Or Ticket Link](#)
- At the heart of the film Secret Ingredient's is Kathleen DiChiara and her family of five who were collectively struggling with 21 chronic diseases. Come watch Secret Ingredients: [Date, Time And Location Event Link Or Ticket Link](#)
- Secret Ingredients uncovers how you can get healthy and stay healthy despite hidden hazardous foods. Come to our screening: [Date, Time And Location Event Link Or Ticket Link](#)
- Ever wonder why so many people are getting sick with chronic conditions? Come find out what happens when one family gets healthy after removing secret ingredients from their diet: [Date, Time And Location Event Link Or Ticket Link](#)
- Your long term health and well-being is being impacted by harmful poisons that make it from the fields to your table. Come watch Secret Ingredients: [Date, Time And Location Event Link Or Ticket Link](#)
- In this new film Secret Ingredients, experts expose Monsanto's playbook in hiding toxins in the food you eat and feed your family every day. Come watch the film: [Date, Time And Location Event Link Or Ticket Link](#)
- "What could happen if I remove the secret ingredients from my kitchen?" Come watch the new film Secret Ingredients [Date, Time And Location](#).

SECRET INGREDIENTS

FILM HASHTAGS

We suggest on Twitter and Instagram you hashtag the event with the film's top tags so your screening gets the attention it deserves:

#secretingredients #goorganic #secretfoodfilm

FILM SYNOPSIS & QUOTES

This is information that you can use for e-newsletters or blogs.

Synopsis

SECRET INGREDIENTS is a compelling documentary that chronicles the devastating effects that GMOs, Roundup, and other chemicals on a group of adults and their children. This thought-provoking, heart-rending film shares true stories of several families facing incomprehensible medical conditions. The film follows each family's journey to discover why they suffer from numerous deleterious ailments. What is causing or exacerbating their autism, asthma, cancer, and infertility? As one, they arrive at the same conclusion. The culprits are the hidden ingredients in their food—GMOs, herbicides, and pesticides. Once they rid their diets of GMOs and these chemical poisons, their health rebounds. Scientists, doctors, and experts explain how chemicals, in particular Roundup herbicide and its chief poison glyphosate, are linked to the common maladies faced by most Americans. SECRET INGREDIENTS is a rare and riveting film that exposes a serious problem and delivers an instant life-changing solution.

Quotes

"The personal stories shared in this film are compelling, truly inspiring and self-empowering for anyone who seeks to heal and regain their health!"

-Dr. Michelle Gariari, ND

"This film is a life-changing, health promoting, must-see for anyone who eats!"

-Andrea L., Registered Dietician

SECRET INGREDIENTS

DRAFT EMAIL TO SHARE THE FILM

Please spread the word with your networks! Here is draft language for an email.

Subject Line Examples:

- Breaking: New film shares why you MUST eat organic NOW
- Must-see film screening [Date/Time/Place](#)

Dear _____ ,

We are hosting a screening of the riveting documentary, Secret Ingredients. This film airs the dirty secret that major companies have purposely hidden over the decades: that GMOs and pesticides like Roundup in our food may be one of the biggest drivers of disease.

Jeffrey Smith, the global spokesperson on the health dangers of genetically engineered foods, teamed up with award-winning filmmaker Amy Hart, to create this life-changing film. Secret Ingredients shares the heartrending stories of people suffering from numerous disorders, from cancer to infertility, brain fog to skin rashes. The film chronicles their journey from tears of sadness to joy as life-limiting medical problems dissolve after they discover a simple way to regain health—by eating organic food that is free from GMOs, Roundup herbicide, and other synthetic toxins.

Secret Ingredients is a must-see for anyone who has or knows of a wide range of deleterious medical conditions that could be attributable to these chemicals.

Please join us at the screening [Date, Time And Location Event Link Or Ticket Link](#)

This screening is hosted by [\(group\)](#). For more information please visit [\(URL\)](#).

Thank you,