



## SOCIAL MEDIA TOOLKIT

***Outta The Muck*** premieres on *Independent Lens* Monday, February 6. Watch on the PBS app starting at 10/9c.

Beyond sending over a dozen players to the NFL, Pahokee, a rural town on the banks of Lake Okeechobee, possesses a legacy of resilience and achievement in the face of great storms and personal trauma.

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

**Hashtag:** #OuttaTheMuckFilmPBS

### **SOCIAL ASSETS**

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

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

### **SUGGESTED COPY**

The people of Pahokee rise “outta the muck” to celebrate family history and big-time football.

Watch @IndependentLens’ #OuttaTheMuckFilmPBS on the PBS app starting Feb 6.  
<https://to.pbs.org/3iur24s>

In Pahokee, football isn’t just a way of life...it’s a way out. 🏈

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Beyond its football legacy, including sending over a dozen players to the NFL, the fiercely self-determined community of Pahokee, Florida, tells their stories of Black achievement and resilience in the face of tragic storms and personal trauma.

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