

ON DIGITAL DECEMBER 24TH



TRY HARDER! Social Media Toolkit

Tag @TryHarderFilm, @DebbieLumFilms

Download social media assets [here](#)

Sample Posts

POST #1:

🔥 **MUST SEE:** @TryHarderFilm, the new documentary by @debbielumfilms. It follows seniors from Lowell High in SF as they stress and dream about getting into college. It was a big hit at Sundance and it's out now to rent or buy on AppleTV, Amazon and more. <https://apple.co/3lQCakT>

POST #2:

TRY HARDER! is “a very funny movie about a bunch of students trying to find their way through a system that is designed to keep them out rather than let them in.” - Vox

Out now on iTunes, Amazon & more. Support #AAPIstories - watch today! <https://apple.co/3lQCakT>

POST #3:

Looking for a funny, insightful documentary to watch with family? @tryharderfilm is the perfect holiday watch. It centers #AAPIstories + mental health in education. It was a hit at Sundance and it's out now on digital. Highly recommended! <https://apple.co/3lQCakT>

Newsletter Synopsis:

TRY HARDER! Is available now to rent or buy on Amazon, AppleTV (iTunes) and more! At Lowell High School, the top public high school in San Francisco, the seniors are stressed out. As they prepare for the emotionally draining college application process, students are keenly aware of the intense competition for the few open spots in their dream colleges. At Lowell—where cool kids are nerds, nearly everyone has an amazing talent, and most of the student body is Asian American—the things that usually make a person stand out can feel commonplace. With humor and heart, director Debbie Lum captures the reality of the American college application process and the intersection of class, race, and educational opportunity as young adults navigate a quintessential rite of passage.