

## SOCIAL MEDIA TOOLKIT

Hina, a native Hawaiian *māhū*, or transgender, teacher uses traditional culture to inspire a student to claim her place as leader of the school's all-male hula troupe. But despite success as a teacher, Hina longs for love and a committed relationship. Will marriage to a headstrong Tongan man fulfill her dreams?

This social media toolkit makes it easy for you, your partners, bloggers, and key influencers to share opportunities to watch films from the PBS series *Independent Lens* on TV, in your community, or online.

## BROADCAST

**Companion Site:** <http://www.pbs.org/independentlens/kumu-hina/>

**Trailer:** <https://youtu.be/MWAM1738JbM>

**Hashtags:** #IndieLens #KumuHina #PledgeofAloha

### TWEETS:

May 4 on @IndependentLens, a transgender Native Hawaiian teacher inspires a young girl to fulfill her destiny: <https://youtu.be/MWAM1738JbM>

In @KumuHina, a native Hawaiian transgender teacher inspires a young girl to claim her rightful place <http://to.pbs.org/1GsxFw> #IndieLens

Tonight on #IndieLens, @KumuHina offers a deeper understanding of aloha - love, honor & respect for all <http://to.pbs.org/1GsxFw>

### FACEBOOK POSTS:

Post #1:

Monday, May 4 at 10pm, @IndependentLens takes you to a world where a little boy can grow up to be the woman of his dreams, and a young girl can rise to become a leader among men.

Post #2:

Monday, May 4 on @IndependentLens, @KumuHina follows a Native Hawaiian māhū, or transgender, teacher who uses culture to empower her students and herself. #PledgeofAloha

Post #3:

Tonight on @IndependentLens, @KumuHina tells the inspiring story of Hina Wong-Kalu, a transgender native Hawaiian teacher and cultural icon who brings to life Hawaii's traditional embrace of māhū — those who embody both male and female spirit. #PledgeofAloha