

Roadtrip Nation: Season Twelve
Social/Digital Media Guide

Roadtrip Nation is a weekly half-hour documentary series that tracks the up-close and personal journeys of young people as they travel the country interviewing inspiring leaders who do what they love.

Please utilize this digital media toolkit as a resource in your online promotion of *Roadtrip Nation: Season Twelve*.

The below kit can be used as an addendum or template for your online and social media promotion efforts surrounding your broadcasts of *Roadtrip Nation: Season Twelve*.

For questions, please contact: Cameron Partridge (cameron@roadtripnation.com)

Useful Links

Roadtrip Nation: Season 12 Trailer: <https://youtu.be/byx9uZKhmYs>

Official Roadtrip Nation Website: <http://www.roadtripnation.com>

Roadtrip Nation in Education: <http://www.roadtripnation.org>

Follow Roadtrip Nation on Twitter: <http://www.twitter.com/RoadtripNation>

Like Roadtrip Nation on Facebook: <http://www.facebook.com/RoadtripNation>

Social Media: Twitter & Facebook

Here are some suggested posts that you can use with your social media outreach efforts:



TWITTER POSTS:

Premiere day, Episode 1: New season of @RoadtripNation TONIGHT! Follow three 20-somethings looking to define their roads in life. [LOCAL TIME] #designroadtrip

Premiere day, Episode 2: Tonight! @RoadtripNation interviews the creator of Frozen's Elsa and encounters West

Coast work lifestyle. [LOCAL TIME] #designroadtrip

Premiere day, Episode 3: Watch the @RoadtripNation team head up to #NorCal to #interview @snapjudgment host @glynwashington. [LOCAL TIME] #designroadtrip

Premiere day, Episode 4: Tonight! @RoadtripNation visits #SkywalkerRanch and talks fear, failure, and taking chances at @DisneyPixar. [LOCAL TIME] #designroadtrip

Premiere day, Episode 5: Tonight, the @RoadtripNation team explores @EMPMuseum and talks indecision with @michaelfranti. [LOCAL TIME] #designroadtrip

Premiere day, Episode 6: This week, @RoadtripNation interviews crowd-powered T-shirt purveyor @threadless in Chicago. [LOCAL TIME] #designroadtrip

Premiere day, Episode 7: This week on @RoadtripNation, the team meets an exhibition designer & an inventor-turned-entrepreneur. [LOCAL TIME] #designroadtrip

Premiere day, Episode 8: On the season finale of @RoadtripNation, the team interviews @swissmiss & Helvetica director @gary_hustwit. [LOCAL TIME] #designroadtrip



To increase your reach on Facebook, make sure to tag relevant pages within your posts and post on the walls of groups in your area that may be interested in the topics of travel and self-discovery.

FACEBOOK POSTS:

Episode 1: Follow the journeys of three 20-somethings looking to figure out their paths in life. Season 12 of @RoadtripNation starts today! [LOCAL AIRTIME] [LINK]

Episode 2: Tonight is episode 2 of @RoadtripNation! Watch as the road-trippers interview the creator of Frozen's Elsa and encounter West Coast work lifestyle. [LOCAL AIRTIME] [LINK]

Episode 3: This week on episode 3 of @RoadtripNation, the team heads up to NorCal where they interview Snap Judgment host Glynn Washington and Santa Cruz Guitar's Richard Hoover. [LOCAL AIRTIME] [LINK]

Episode 4: Tonight, the @RoadtripNation team interviews the sounds designer for Star Wars and talks fear, failure, and taking chances at Pixar. [LOCAL TIME] [LINK]

Episode 5: This week on episode 5 of @RoadtripNation, the team explores the Experience Music Project in Seattle, where experience designer Andrea Weatherhead advises that the best path toward happiness is getting to know yourself. [LOCAL TIME] [LINK]

Episode 6: This week on @RoadtripNation, the team breaks out of their comfort zones with glassblowing, palm readings, and impromptu interviews. [LOCAL TIME] [LINK]

Episode 7: Tonight on @RoadtripNation, the journey continues. Watch as the team meets an exhibition designer in Chicago, and an inventor-turned-entrepreneur in NYC. [LOCAL TIME] [LINK]

Episode 8: Tonight's the season finale of @RoadtripNation! Watch the road-trippers interview designer swissmiss and Helvetica director Gary Hustwit. [LOCAL TIME] [LINK]

Additional Online Promotion

Does your station send out a regular subscriber-based e-newsletter? If so, we recommend inserting this quick blurb about *Roadtrip Nation: Season Twelve* into your newsletter:

Buckle up for Season Twelve of *Roadtrip Nation*, which will premiere on [LOCAL STATION] beginning [LOCAL AIR DATE] at [LOCAL TIME]! *Roadtrip Nation* is a weekly half-hour documentary series that tracks the up-close and personal journeys of young adults as they travel the country interviewing inspiring leaders from all walks of life. Throughout 28 interviews, the road-trippers hear illuminating advice from a wide range of leaders in design, including: Patagonia designer John Rapp, Tina Roth Eisenberg a.k.a. swissmiss, Wayne Unten of Disney's *Frozen*, Ben Burt of Skywalker Sound, Snap Judgment's Glynn Washington, and many more. Ultimately, after 7 weeks on the road and over 5,000 miles clocked on the odometer, the road-trippers' (and viewers') perspective on life is irrevocably changed.