



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

Please utilize this social media toolkit as a resource in your online promotion of the Emmy® award-winning series, ***Joseph Rosendo's Travelscope 800 Series***.

The kit below can be used as an addendum or template for your online and social media promotion efforts surrounding the September release and airings of *Joseph Rosendo's Travelscope's* 800 series.

For questions or to request high-resolution photography for *Joseph Rosendo's Travelscope*, contact: Julie Rosendo, [julie@travelscope.net](mailto:julie@travelscope.net), 310-455-7164.

You may also find materials in KQED's Pressroom:

<http://blogs.kqed.org/pressroom/travel-the-globe-from-taiwan-to-toronto-in-season-8-of-joseph-hosendos-travelscope/>

---

## **Useful Links**

Please feel free to use these in any/all social media promotion of *Joseph Rosendo's Travelscope* to enhance web visitorship and SEO.

**Official Website:** <http://www.Travelscope.net>

**Facebook:** <http://www.facebook.com/travelscope>

**Twitter:** @JosephRosendo, <http://twitter.com/josephrosendo>

**YouTube Channel:** <http://www.youtube.com/user/Travelscope>

**Instagram:** [@JosephRosendo](https://www.instagram.com/JosephRosendo)



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

### **Social Media**

Update your Facebook and Twitter feeds with new *Joseph Rosendo's Travelscope* posts during the week leading up to and the day of each episode broadcast. You can include links to the series previews, series photos, facts about Joseph Rosendo and travel locations. Whenever possible, please include the *Joseph Rosendo's Travelscope's* Twitter hashtag #Travelscope in your posts.

#### **#801 Taiwan by Rail image:**

<http://travelscope.net/images/uploads/multi-media/taiwan-1.jpg>

#### **Facebook:**

Taiwan by rail? You bet! Join host Joseph Rosendo on his journey. Get on board! Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX.  
[http://bit.ly/Eps\\_801](http://bit.ly/Eps_801)

#### **Twitter:**

Taiwan by rail? Get on board with host @JosephRosendo's #Travelscope, tonight at TIME on @XXXX <http://bit.ly/1LiVS8e>

---

#### **#802**

#### **Facebook:**

Backyard BBQ takes on a whole new meaning when @JosephRosendo joins the locals in the mountains of Taiwan. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX. <http://bit.ly/1fnxluN>

#### **Twitter:**

Meet some of #Taiwan's aboriginal people on @JosephRosendo's #Travelscope. tonight at TIME on @XXXX <http://bit.ly/1fnxluN>

---

#### **#803 Uncovering So. Korea image:**

<http://travelscope.net/images/uploads/multi-media/korea.jpg>

#### **Facebook:**

Join Joseph Rosendo for a journey through South Korea, including Seoul's royal palaces, traditional markets, hip shopping malls and many Buddhist temples. His



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

excursion from the capital to the Korean Demilitarized Zone illustrates the Korean's ability of rising from the ashes time and time again and their knack for making miracles. Watch #JosephRosendo's #Travelscope tonight on @XXXX. <http://bit.ly/SoKorea>

### **Twitter:**

Explore #Korea's capital city of #Seoul with @JosephRosendo tonight at TIME on @XXXX <http://bit.ly/SoKorea>

#Korea's #DMZ, scariest place on earth? Find out with @JosephRosendo tonight at TIME on @XXXX #Travelscope <http://bit.ly/SoKorea>

---

## **#804**

### **Facebook:**

Joseph explores the unique history of six #SanFrancisco's neighborhoods, discovering iconic attractions, shops and restaurants that add their special zest to the #SanFran mix; and where in the midst of change people working together to not destroy what they have, but make their neighborhood more what it is. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX. [http://bit.ly/JRTS\\_SF](http://bit.ly/JRTS_SF)

#SanFrancisco is a city of neighborhoods and within its seven-by-seven mile boundary it seems every patch of ground has a name and each neighborhood a unique history with iconic attractions, shops and restaurants that add their special zest to the #SanFran mix. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX [http://bit.ly/JRTS\\_SF](http://bit.ly/JRTS_SF)

### **Twitter:**

Explore #SanFrancisco neighborhoods with @JosephRosendo tonight at TIME on @XXXX #Travelscope [http://bit.ly/JRTS\\_SF](http://bit.ly/JRTS_SF)

---

## **#805 Adventures in California's Tri-Valley image:**

<http://travelscope.net/images/uploads/multi-media/tri-valley.jpg>

### **Facebook:**

Watch Joseph's #California exploration through the state's #Tri-Valley region as he discovers a slew of little-known attractions, including a thriving wine region, historic



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

towns, a diverse culinary scene and art, music and cultural festivals. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX. [http://bit.ly/JR\\_TriV](http://bit.ly/JR_TriV)

### **Twitter:**

Explore #California's #Tri-Valley wineries & historic towns with @JosephRosendo tonight at TIME on @XXXX #Travelscope [http://bit.ly/JR\\_TriV](http://bit.ly/JR_TriV)

---

## **#806**

### **Facebook:**

Joseph finds #Toronto and its ever-emerging neighborhoods firmly rooted in their historic, natural and multi-cultural roots. It's what makes visiting #Toronto like seeing an old friend, as well as meeting a new one for the first time.

Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/JRTSTor>

In his exploration of #Toronto and its ever-emerging neighborhoods Joseph discovers that change can mean repurposing old buildings, welcoming new businesses, and building new facilities and infrastructure. Yet, at its core, he finds what makes visiting #Toronto like seeing an old friend, as well as meeting a new one for the first time.

Watch @JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/JRTSTor>

### **Twitter:**

Explore #Toronto's ever-emerging neighborhoods with @JosephRosendo tonight at TIME on @XXXX #Travelscope <http://bit.ly/JRTSTor>

---

## **#807**

### **Facebook:**

Join Joseph for his exploration of #Ontario's Central Counties through the rich #Durham farmlands on an agritourism adventure with fruit wine tasting, visit to Tyrone Mill; stepping back in time at Black Creek Pioneer Village; Taste of Asia Festival, Markham and the Hills of Headwaters with its wilderness parks, horse stables, vineyards and luxury resorts.

Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX. <http://bit.ly/1J2cTxz>



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

### **Twitter:**

Explore the early days of #Canada. @JosephRosendo tonight at TIME on @XXXX #Travelscope @BlackCreekNews <http://bit.ly/1J2cTxz>

---

### **#808**

#### **Facebook:**

Joseph heads to Sault Saint Marie, the historic site of the first battle of the War of 1812, and rides the Algoma Railway through the Agawa Canyon along the path of Canada's famed Group of Seven artists into the heart of Algoma Country. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/1URiZZb>

#### **Twitter:**

Join [@JosephRosendo](#) on a tour through gorgeous [#SaultStMarie](#) & Algoma Country, tonight at TIME on [@XXXX](#) [#travelscope](#) <http://bit.ly/1URiZZb>

---

### **#809**

#### **Facebook:**

Join Joseph on the 300-mile drive along the Trans-Canada Highway from Thunder Bay, on Northwest Ontario's eastern edge, to #Kenora, near its Western border with #Manitoba, the granite outcroppings of the Canadian Shield are revealed and the boreal forest covers the landscape. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/1HUpGQQ>

Did you know that within Northwest Ontario's 204,000 square miles there are just 250,000 people, yet there are 5,000 wilderness camps and lodges and 150,000 fishable lakes? Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/1HUpGQQ>

#### **Twitter:**

Hit the outdoors with @JosephRosendo in NW #Ontario. Watch tonight at TIME on @XXXX #Travelscope <http://bit.ly/1HUpGQQ>

---



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

### **#810 Thousand Islands-Island Life-Canadian Style**

<http://travelscope.net/images/uploads/multi-media/1000-islands-2.jpg>

#### **Facebook:**

Join Joseph on #ThousandIslands - Canadian style! There are so many beautiful islands in the binational Thousand Islands that its name could easily be Two Thousand and More Islands. The Islands has long captured the heart and soul of those in search of an escape to a place of beauty and tranquility. Watch #JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/1J2IJLF>

Joseph explores the #ThousandIslands that have long captured the heart and soul of those in search of an escape to a place of beauty and tranquility. Watch @JosephRosendo's #Travelscope tonight at TIME on @XXXX <http://bit.ly/1J2IJLF>

#### **Twitter:**

#ThousandIslands life - Canadian style! Join @JosephRosendo tonight at TIME on @XXXX #Travelscope <http://bit.ly/1J2IJLF>

---

### **#811**

#### **Facebook:**

Join Joseph Rosendo on the historic #FrenchRiver where he learns that to the French voyageurs and First Nations people, the Northeast's lakes and rivers were a highway to prosperity, while to modern-day outdoor enthusiasts they are a never-ending source of pleasure Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX. <http://bit.ly/NEOntFN>

Northeast Ontario, Canada, home to aboriginal people for more than 10,000 years; on Manitoulin Island #JosephRosendo joins his First Nations guide at a powwow, on a hike along the Niagara Escarpment, in handcrafting a torch and at an aborigin Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX <http://bit.ly/NEOntFN>

#### **Twitter:**

@JosephRosendo at NE Ontario for Canada's Canoe Culture & First Nations People tonight at TIME @XXXX #Travelscope <http://bit.ly/NEOntFN>  
@JosephRosendo and his First Nations guide hike the Niagara Escarpment. #Travelscope tonight at TIME on #XXXX <http://bit.ly/NEOntFN>

---



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

### **#812**

#### **Facebook:**

#JosephRosendo and Julie travel to San Antonio, their favorite Texas town, for eleven days of parades, music, food, dance and celebration. With more than 100 events and three million people attending, Fiesta is San Antonio's biggest party. Will they survive? Find out on DAY, TIME on XXXX. [bit.ly/ SA\\_TX](http://bit.ly/SA_TX)

Will #JosephRosendo & Julie Rosendo survive San Antonio's annual "Fiesta" and its over 100 events & 3 mil people? Find out on DAY, TIME on XXXX. [bit.ly/ SA\\_TX](http://bit.ly/SA_TX)

#### **Twitter:**

Will @JosephRosendo & Julie survive 100 events & 3 mil people? Find out tonight at TIME on @XXXX #Travelscope [bit.ly/SA\\_TX](http://bit.ly/SA_TX) #XXXX

---

### **#813**

#### **Facebook:**

Join #JosephRosendo as he follows the historic reformation Trail in Switzerland and #Germany in a 2 part special. Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX <http://bit.ly/RTrail1>

#### **Twitter:**

Follow the Reformation Trail with @JosephRosendo in #Switzerland & #Germany. Tonight at TIME on @XXXX #Travelscope <http://bit.ly/RTrail1>

---

### **#814**

<http://travelscope.net/images/uploads/multi-media/reformation-2.jpg>

#### **Facebook:**

Watch Part 2 of #JosephRosendo's travels through Germany and Switzerland in the path of the Protestant Reformation where he finds out that the Anabaptists are the ancestors of today's U.S. Mennonites and Amish. Joseph also takes part in the annual Luther Festival in Wittenberg, Germany. Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX. <http://bit.ly/RTrail2>



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

Following the Reformation Trail in Germany and Switzerland, Part 2 where #JosephRosendo immerses you in the culture of the time to help explain the far reaching effects the “new thinkers” have on society today. Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX <http://bit.ly/RTrail2>

### **Twitter:**

Follow @JosephRosendo as he goes to #Wittenberg, Germany's Luther Festival. Tonight at TIME on @XXXX #Travelscope <http://bit.ly/RTrail2>

Join @JosephRosendo on the Reformation Trail in #Germany & #Switzerland Tonight at TIME on @XXXX #Travelscope <http://bit.ly/RTrail2>

---

### **#815:**

#### **Facebook:**

From Budapest to Bucharest, join #JosephRosendo on a colorful kaleidoscope of adventures in the heart of the heart of Europe. Watch #JosephRosendo's #Travelscope tonight at TIME on #XXXX. <http://bit.ly/EastEur>

#### **Twitter:**

Follow @JosephRosendo as he travels from Budapest to Bucharest. Tonight at TIME on @XXXX <http://bit.ly/EastEur>

## **Additional Channels of Online Promotion**

### **Newsletter Blurb**

**Joseph Rosendo's Travelscope** scours the globe for the very best in travel opportunities for its viewers. Whether it's places close-to-home like this season's series of shows on Ontario, Canada - a province larger and more varied than much of Europe—or far flung adventures such as Taiwan by rail or always surprising South Korea, Joseph is forever on the hunt for the unusual, the inspirational and the authentic.

---



## **Social Media Toolkit for PBS Affiliates**

*Joseph Rosendo's Travelscope*

**Thank you** for supporting *Joseph Rosendo's Travelscope* via social media! We look forward to interacting with you and your members online.

For questions or to request additional high-resolution photography for *Joseph Rosendo's Travelscope*, contact: Julie Rosendo, [julie@travelscope.net](mailto:julie@travelscope.net), 310-455-7164.

You may also find materials on KQED's Pressroom:

<http://blogs.kqed.org/pressroom/travel-the-globe-from-taiwan-to-toronto-in-season-8-of-joseph-hosendos-travelscope/>