

Roadtrip Nation Season Nine

Social Media Guide

Roadtrip Nation is a weekly half-hour documentary series that tracks the up-close and personal journeys of young people as they cross the nation to figure out what to do with their lives.

Please utilize this social media toolkit as resource in your online promotion of *Roadtrip Nation: Season Nine*. The below kit can be used as an addendum or template for your online and social media promotion efforts surrounding the your broadcasts of *Roadtrip Nation: Season Nine*.

For questions, please contact: Mariana Iglesias (mariana@roadtripnation.com)



Twitter Posts:

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

Update your Facebook and Twitter pages with new *Roadtrip Nation: Season Nine* posts three times per week. Include a link to the series preview, series photos, and facts about the Roadtripper team and Leaders.

Episode 1

Premiere day Episode 1:

New season of [#RoadtripNation](#) begins! Follow three recent college grads looking to define their own Roads in life. [LOCAL TIME] <http://bit.ly/PPkgAw>

Day after premiere:

Missed 1st episode of [#RoadtripNation](#) Season 9? Watch the entire episode here: <http://bit.ly/alHyFG>

Episode 2

Premiere day Episode 2:

[#RoadtripNation](#) interviews Founders of [@SOCCKET](#), Marty Odin [@BambooBikeHQ](#) & Nat Paynter [@charitywater](#) [LOCAL TIME] <http://bit.ly/SxVFNF>

Day after premiere Episode 2:

Did you miss Episode 2 of [#RoadtripNation](#)? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 3

Premiere day Episode 3:

#RoadtripNation interviews Rosemarie Certo @DockStreetBeer, @EllaJenkins & @EPFCfilmmobile. Don't miss it! [LOCAL TIME] <http://bit.ly/PUvnvW>

Option #2

#RoadtripNation continues the trip meeting with Rosemarie Certo @EllaJenkins & Paulo & Lisa of @EPFCfilmmobile <http://bit.ly/PUvnvW>

Day after premiere Episode 3:

Did you miss Episode 3 of #RoadtripNation? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 4

Premiere day Episode 4:

Did you know "Cement-Dragon-Maker" is a real job? Watch #RoadtripNation to see how the late Bob Cassilly did it. [LOCAL TIME] <http://bit.ly/Poh7Gf>

Option #2

A rare interview with late St. Louis legend and creator of @CityMuseum, Bob Cassilly. #RoadtripNation airs at [LOCAL TIME] <http://bit.ly/Poh7Gf>

Day after premiere Episode 4:

Did you miss Episode 4 of #RoadtripNation? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 5

Premiere day Episode 5:

Rocket scientist Randii Wessen makes things you've seen in *Star Trek* come to life. Check him out on #RoadtripNation. [LOCAL TIME] <http://bit.ly/QJYXQY>

Day after premiere Episode 5:

Did you miss Episode 5 of @RoadtripNation last night? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 6

Premiere day Episode 6:

From RV to live studio show! #RoadtripNation shifts gears! @AquariumPacific Marine Biologists David & Milena! [LOCAL TIME] <http://bit.ly/SmL5s8>

Day after premiere Episode 6:

Did you miss Episode 6 of @RoadtripNation last night? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 7

Premiere day Episode 7:

#RoadtripNation in-studio interview with @Tekzilla host @Veronica. Get your game on! [LOCAL TIME] <http://bit.ly/Q1t0lr>

Option #2

Veronica Belmont pays rent by talking about video games. Best job ever? See how she got there on #RoadtripNation! [LOCAL TIME] <http://bit.ly/Q1t0lr>

Day after premiere Episode 7:

Did you miss Episode 7 of #RoadtripNation? Watch the full episode here: <http://bit.ly/alHyFG>

Episode 8:

Premiere day Episode 8:

If you make a home video of your mom dancing, you might end up on Ellen. See how dancer Mike Song did! #RoadtripNation. <http://bit.ly/SBv2wp>

Day after premiere Episode 8:

Did you miss Episode 8 of #RoadtripNation? Watch the full episode here: <http://bit.ly/alHyFG>



FACEBOOK POSTS

To increase your reach on Facebook, make sure you tag relevant pages within your posts as well as posting on the walls of groups in your area that may be interested in the topic you are posting about.

Episode 1

Follow the journeys of three recent college grads looking to define their own Roads in life. The new season of #RoadtripNation starts today [LOCAL AIRTIME] <http://bit.ly/PPkgAw>

Episode 2

What does a warrior monk and a guy who makes bamboo bikes have in common? They're both featured Leaders on Episode 2 of Roadtrip Nation! [LOCAL TIME] <http://bit.ly/SxVFNF>

Episode 3

What's your favorite brew? Tap into the motives behind beer-making. See the Roadtrippers talk to the owner of Dock Street Brewery on Roadtrip Nation! [LOCAL TIME] <http://bit.ly/PUvnvW>

Episode 4

Did you know "Cement-Dragon-Maker" is a real job? Watch Roadtrip Nation to see how the late, great Bob Cassilly made this a career and created City Museum in St. Louis. [LOCAL TIME] <http://bit.ly/T6GGj7>

Episode 5

Rocket scientist Randii Wessen makes things you've seen in *Star Trek* come to life. Check him out on [Roadtrip Nation](#). [LOCAL TIME] <http://bit.ly/QJYXQY>

Episode 6

A new episode of [Roadtrip Nation](#) features 2 marine biologists. See how they've made a life of porpoise! (We couldn't resist the the pun) [LOCAL TIME] <http://bit.ly/SmL5s8>

Episode 7

Veronica Belmont pays rent by talking about video games. Best job ever? Watch [Roadtrip Nation](#) and see how she got there.[LOCAL TIME] <http://bit.ly/Q1t0lr>

Episode 8

If you make a home video of your mom dancing, you might end up on Ellen. See how dancer Mike Song did on [Roadtrip Nation](#). [LOCAL TIME] <http://bit.ly/SBv2wp>



Roadtrip Nation has made promotional video resources available to you through the Roadtrip Nation YouTube Channel. Along with the Season Nine trailer, there are 30 second preview videos highlighting all eight episodes.

Share the Season Nine Trailer: <http://youtu.be/IXQjCPFCEYE>

All other Season Nine content can be found at:

<http://www.youtube.com/playlist?list=PLVvOUxgRx1Qlg6TinPSWkH2W34rw8B6Nt>

Useful Links

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

Roadtrip Nation Season Nine Trailer: <http://youtu.be/IXQjCPFCEYE>

Watch *Roadtrip Nation* episodes online: <http://www.roadtripnation.com/watch>

Join the Conversation: <http://www.roadtripnation.com/conversations>

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>

For high-resolution photography for *Roadtrip Nation*: Season Nine, go to:

<http://blogs.kqed.org/pressroom/2012/07/30/roadtrip-nation-season-nine/>