



Social Media Toolkit

for public television stations
and community organizations

a brief resource for connecting with audiences online



www.OnTwoFrontsMovie.com

I. Social Media Voice

Personality: professional, warm, curious

Language: simple, personal, multi-lingual (Spanish and English)

Tone: honest, polite, humble, curious, engaging

Purpose: to create a safe space for story-sharing, bringing people of different backgrounds together, encouraging community and action. Social media content should inform, engage and encourage thoughtful responses from its users.

Aesthetic: Clean, Tidy, Simple, Intuitive, User-Friendly

When posting, please remember to include pictures or links or anything else that will make the post more engaging. Also, if possible, be sure to link to partner pages or include them in the post. This ensures the posts are made to multiple pages and increases the viewership of your post.

II. Social Media Marketing Tags

#LatinosVietnam

#Latino

#Veteran

#military

#PBSfilm

#documentary

#HispanicHeritage

#USLatino

#AskAVeteran

#LocalSoldato

Please always be sure to include a mention, tag or link to one of the film accounts in your post! Including a photo will increase visibility, and adding a link to the local PBS broadcast information will help people in your area easily watch the broadcast.

III. Accounts

Twitter

@LatinosVietnam

Facebook

<https://www.facebook.com/LatinosVietnam>

Instagram

@LatinosVietnam

IV. Sample Posts



Facebook:

The war in #Vietnam remains a defining moment in American History. Hear the #Latino side of the story for the first time on PBS September 22 #LatinosVietnam #PBS #HispanicHeritage #military #documentary <https://www.facebook.com/LatinosVietnam>

"Bienvenidos a Casa," or "Welcome Home," was something many #Vietnam #veterans didn't here when they returned home. Join us in saying that to all veterans on September 22nd on PBS. #LatinosVietnam #military #documentary #PBS <https://www.facebook.com/LatinosVietnam>

Twitter:

The war in #Vietnam remains a defining moment in US History. Hear the #Latino side of the story on @PBS Sept 22nd. #LatinosVietnam

"Welcome Home," was something many #Vietnam #veterans didn't here when they returned home. Say it with us on 9/22. @PBS #LatinosVietnam

Instagram:

The war in #Vietnam remains a defining moment in American History. Hear the #Latino side of the story for the first time on PBS on September 22. #LatinosVietnam #PBS #HispanicHeritage #military #documentary <https://www.facebook.com/LatinosVietnam>

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Credits: Authored by Christina Lindstrom for Impact Media Partners LLC

Produced under the supervision of Desiree Gutierrez and Dennis Palmieri for Impact Media Partners LLC, and Producer Mylène Moreno.



For more information about *On Two Fronts: Latinos & Vietnam* and filmmaker Mylène Moreno, please visit the film's website where this and other educational and engagement materials can be downloaded: www.OnTwoFrontsMovie.com



On Two Fronts: Latinos & Vietnam was funded by the Corporation for Public Broadcasting, and presented nationally by PBS beginning September 22, 2015. Check local listings.



The community engagement campaign for *On Two Fronts: Latinos & Vietnam*, including the creation of this and other resources, is being led by Impact Media Partners. For more information about how to get involved in the campaign, reach us at: info@impactmediapartners.com.

To learn about our broader portfolio of work, please visit our website at: www.impactmediapartners.com.



On Two Fronts: Latinos & Vietnam is working closely with Veterans Coming Home. Funded by the Corporation for Public Broadcasting and led by Wisconsin Public Television, Veterans Coming Home builds on public media's strengths to address the needs of veterans in local communities. www.veteranscominghome.org