

# FR1ENDS of the CH1LDREN

## The Visionaries Social Media Toolkit

#ChangeTheStory #TheVisionaries #GiveKidsAFriend

### INTRODUCTION

*The Visionaries*, the award-winning public television series hosted by acclaimed actor **Sam Waterston**, formerly of *Law & Order*, will feature [Friends of the Children](#) starting this month. Now in its 22<sup>nd</sup> season, *The Visionaries* has produced more than 175 documentaries and is the winner of several Telly Awards and an Emmy nomination for Best Documentary. Season 22 is presented by PBS affiliate **WGBY** in Springfield, Mass.

Friends of the Children is deeply grateful for the generosity of all its supporters and to the Cambia Health Foundation for underwriting this documentary.

This toolkit will serve as a guide to help you share *The Visionaries* documentary on social media networks.

### Four Ways to Support, Watch and Promote *The Visionaries*

1. Encourage followers to join the national Facebook LIVE Online Watch Party/Q&A with Terri Sorensen on **Wednesday, April 11 at 6:00 p.m. PT/9:00 p.m. ET**. A link to the Facebook event can be found [here](#).
2. Encourage supporters to watch the online version of the documentary at [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries).
3. Watch the episode on TV, which is playing on select PBS stations across the country. Go to [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) to check your local listings or find your PBS station.
4. Take action! Pledge to Give Kids a Friend to help us get to 25 cities by 2025. Go to [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) to take the Pledge. #GiveKidsAFriend

### Air Dates by Market (as of March 23, 2018)

- Austin: Friday, May 25 at 5:30 pm CT on KLRU-Q (18.3)
- Portland: Sunday, June 10 at 7:30 a.m. PT on OPB Plus
- Central Oregon: Sunday, June 10 at 7:30 a.m. PT on OPB Plus
- Klamath Basin: June (date TBA) on SOPTV
- Boston: TBA
- Charlotte: TBA
- Chicago: TBA
- Los Angeles: TBA
- New York City: TBA
- San Francisco: TBA
- Seattle: TBA
- Tampa Bay: TBA



## SOCIAL MEDIA MESSAGING

Use the following guidance for your own social media channels and tailor to share suggested posts with key partners in your own markets. Please let us know if you need assistance identifying and/or reaching out to influencers. Consider streaming parts or all of the screening on Facebook Live—it will drastically increase traffic to your Facebook page!

### Social Media Handles

Tag Friends National, Cambia Health Foundation, the local station that airs Visionaries, and other key partners wherever possible to encourage re-sharing/retweeting!

Name/Org	Facebook	Twitter	Instagram	LinkedIn
Friends of the Children (National)	@FriendsNational	@FriendsNational	@FriendsNational	<a href="https://www.linkedin.com/company/friends-of-the-children/">https://www.linkedin.com/company/friends-of-the-children/</a>
Friends of the Children - Seattle	@SeattleFriends	@SeattleFriends	@seattle_friends	<a href="https://www.linkedin.com/company/friends-of-the-children---seattle/">https://www.linkedin.com/company/friends-of-the-children---seattle/</a>
Friends of the Children - Portland	@FriendsPDX	@FriendsPDX	@FriendsPDX	<a href="https://www.linkedin.com/company/friends-of-the-children/">https://www.linkedin.com/company/friends-of-the-children/</a>
Visionaries (Visionaries.org)	@VisionariesPublicTelevisionSeries			
PBS	@PBS			
David Shapiro/MENTOR	@MENTORnational	@dshapMENTOR @MENTORnational	@MENTORnmp	<a href="https://www.linkedin.com/in/dshapmentor/">https://www.linkedin.com/in/dshapmentor/</a>
Terri Sorensen		@terri_sorensen		<a href="https://www.linkedin.com/in/terri-sorensen-627b0218/">https://www.linkedin.com/in/terri-sorensen-627b0218/</a>
Gary Clemons		@1garyclemons		<a href="https://www.linkedin.com/in/gary-clemons-a4039b79/">https://www.linkedin.com/in/gary-clemons-a4039b79/</a>
Sharon Maghie		@sharonmaghie		<a href="https://www.linkedin.com/in/sharon-v-maghie-4563a790/">https://www.linkedin.com/in/sharon-v-maghie-4563a790/</a>
PBS	@PBS	@PBS	@PBS	<a href="https://www.linkedin.com/company/public-broadcasting-service/life/">https://www.linkedin.com/company/public-broadcasting-service/life/</a>
Microsoft (Mike Murray/Sharon Maghie)	@microsoft	@microsoft	@microsoft	<a href="https://www.linkedin.com/company/microsoft/">https://www.linkedin.com/company/microsoft/</a>
Cambia Health Foundation/Peggy Maguire		@cambiahealthfdn @maguirepeggy		

## Social Media Images

Images to promote the documentary online can be found here: <http://bit.ly/2CY1S8Y>

## Sample Social Media Messages

### Facebook Online Watch Party + Q&A: April 11 at 6:00 p.m. PT

Facebook message 1: Join us for a @VisionariesPublicTelevisionSeries Online Watch Party and Q&A with @friendsnational president Terri Sorensen on 4/11 at 6p PT. RSVP here: <http://bit.ly/2pFn75Q>  
#ChangeTheStory

Facebook message 2: Haven't seen the @VisionariesPublicTelevisionSeries episode featuring @FriendsNational? Join us for an Online Watch Party and Q&A with @friendsnational president Terri Sorensen on 4/11 at 6p PT. RSVP here: <http://bit.ly/2pFn75Q> #ChangeTheStory



### Watch Online

Message 1: Did you know that this spring, @friendsnational is being featured in the award-winning documentary series #TheVisionaries w/host and acclaimed actor Sam Waterston? Catch the trailer or watch the full episode here: [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) #ChangeTheStory

Message 2: Watch #TheVisionaries documentary featuring @FriendsNational in the comfort of your own laptop! Grab some popcorn and your family and go to [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) to see how we #ChangeTheStory for youth around the country facing the highest risks.

Message 3: Want to be inspired? Check out this documentary about @friendsnational, an organization that gives kids facing the highest risks a professional mentor called a Friend for 12.5 years. Watch the full documentary here: [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) #ChangeTheStory

**FRIENDS** of the  
**CHILDREN** Catch us on the public  
television documentary The  
Visionaries this spring!



[friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)  
#ChangeTheStory

### Watch on Television

Message 1: We're thrilled to be featured in #TheVisionaries public television documentary! Be sure to watch it online, check local PBS listings or go to [visionaries.org](http://visionaries.org) for a list of upcoming broadcasts. More here: [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) @FriendsNational #ChangeTheStory

Message 2: Starting this spring, @friendsnational will be featured in season 22 of #TheVisionaries doc series, with host Sam Waterston! Be sure to watch it online, check local PBS listings or go to [visionaries.org](http://visionaries.org) for a list of upcoming broadcasts. More here: [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) @FriendsNational #ChangeTheStory

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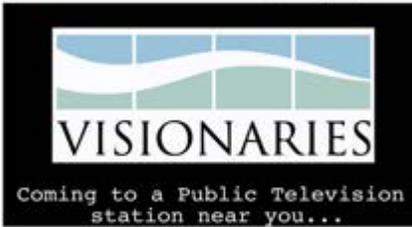
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**FRIENDS** of the  
**CHILDREN**

On the next season  
of The Visionaries airi  
ng this spring!



[friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)  
#ChangeTheStory

### Give Kids a Friend Pledge

Message 1: If you want to be inspired, check out this documentary about @FriendsNational who gives ! kids facing the greatest risks a Friend (professional mentor) for 12.5 years, no matter what. Take the #GiveKidsAFriend pledge to get us to 25 cities by 2025: [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) #ChangeTheStory

Message 2: Admit it: #TheVisionaries documentary featuring @FriendsNational made you cry, right? Turn those tears into action. Take the #GiveKidsAFriend pledge at [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) ChangeTheStory



### Other Content

Thanks to @CambiaHealthFDN for making the #TheVisionaries documentary possible! [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries) @FriendsNational #ChangeTheStory



To Cambia Health Foundation, official sponsor of  
the 22nd season of The Visionaries, featuring Friends!  
[friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)

**Sam Waterston:** “This is the rarest of stories. On the surface it seems so simple. And then there is a twist. A little change of perspective. Then it hits you. This could change the world.” #ChangeTheStory @FriendsNational [friendsofthechildren.org/visionaries](https://www.friendsofthechildren.org/visionaries)



**Duncan Campbell:** “The name ‘Friends of the Children’ goes back to my childhood. I didn’t have family support. I was always over at my friends’ houses and it was my friends’ parents who nurtured me.” #ChangeTheStory @FriendsNational [friendsofthechildren.org/visionaries](https://www.friendsofthechildren.org/visionaries)



**David Shapiro:** “Friends has captured the importance of a mentoring model that is specifically designed in direct proportion to the level of risk for the child.” @mentornational @FriendsNational #ChangeTheStory [friendsofthechildren.org/visionaries](https://www.friendsofthechildren.org/visionaries)



**Rebecca Chase:** “A couple of years ago when the @powerballusa was over \$100 million, I told my husband: ‘If we buy a ticket and we won, I would want to donate all the money to @FriendsNational.’ So, yeah, I’d say it works!” #ChangeTheStory @FriendsNational @FriendsPDX [friendsofthechildren.org/visionaries](https://www.friendsofthechildren.org/visionaries)

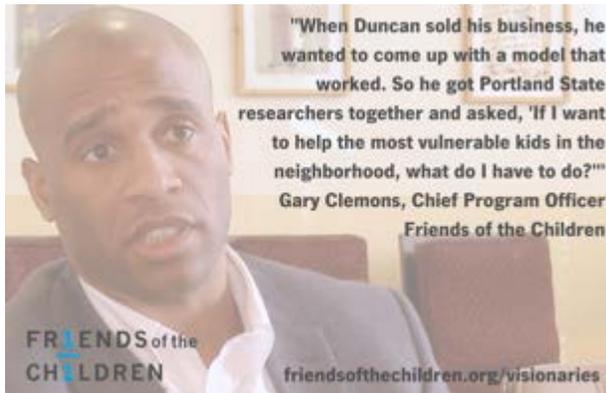


**Terri Sorensen:** “Research shows attaining at least high school graduation, avoiding the juvenile justice system and avoiding teen parenting have shown to break the cycle of generational poverty” #ChangeTheStory @FriendsNational [friendsofthechildren.org/visionaries](https://www.friendsofthechildren.org/visionaries)



**Gary Clemons:** “When Duncan sold his business, he wanted to come up with a model that worked. So he got Portland State researchers together and asked, ‘If I want to help the most vulnerable kids in the

neighborhood, what do I have to do?" #ChangeTheStory @FriendsNational [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)



**Nakeya:** "We are result driven, yet with a dose of compassion. It's not just about the quantity, but the quality of the work we do." #ChangeTheStory @FriendsNational @SeattleFriends [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)



**Patrick:** "There were several times in my life where I could've made a wrong decision had I not been with Carlos." #ChangeTheStory @FriendsNational @FriendsPDX [friendsofthechildren.org/visionaries](http://friendsofthechildren.org/visionaries)

