Social Media Toolkit for PBS Affiliates

Buried History with Mark Walberg

Feel free to use this social media toolkit in your station’s online promotion of *Buried History with Mark Walberg*. This program will be available from NETA October 30, and will broadcast on the WORLD Channel November 1.

The information below can be used as a template or an addendum for your station’s media promotion efforts.

To get the twitter and facebook conversation going:

- Follow and re-tweet @buriedhistorytv
- Use the hashtag #buriedhistory
- Use a photo or logo from the flickr page: https://www.flickr.com/photos/pbssocal/sets/72157656613788891
- Use assets or ideas from the splash page: www.pbssocal.org/buriedhistory
- Be sure to insert your local airtime and station

Twitter

Every town has a story, you just have to know where to dig @buriedhistorytv with Mark Walberg (your day/date/time/station)

Unearth the past of Avalon CA @buriedhistorytv with Mark Walberg (your day/date/time/station)

Facebook

Baseball, buffalo & bubblegum are all keys to the past of Avalon, CA on Buried History with Mark Walberg (your day/date/time/station)

Every town has a story... you just have to know where to dig. Watch Buried History with Mark Walberg (your day/date/time/station)
How did the resort town of Avalon, CA get its name? Find out on Buried History with Mark Walberg (your day/date/time/station)

Celebrities, song and scandal are all part of Avalon California’s past. Watch Buried History with Mark Walberg (your day/date/time/station)