Social Media Toolkit for PBS Affiliates

Variety Studio: Actors on Actors

Feel free to use this social media toolkit in your station’s online promotion for the third season of Variety Studio: Actors on Actors. This program will be available from NETA Thursdays, starting January 14.

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:

- Use the hashtag #ActorsOnActors
- Use a photo or logo from the flickr page: https://www.flickr.com/photos/pbssocal/albums/72157660460169640
- Use assets or ideas from the splash page: http://www.pbssocal.org/tv/programs/actors-on-actors/
- Be sure to insert your local airtime and station

Twitter

301

Will Smith credits cheating ex-girlfriend for his success watch Variety Studio #ActorsOnActors (your day/date/time/station)

302

Kate Winslet is tough enough for Steve Jobs role watch Variety Studio #ActorsOnActors (your day/date/time/station)

303

Following her famous mom Isabella Rossellini on lessons learned Variety Studio #ActorsOnActors (your day/date/time/station)
Facebook

301
This star pair delivered hot performances from their cold movie locations. Michael Keaton and Samuel L. Jackson share their experiences on “Variety Studio: Actors on Actors” (your day/date/time/station)

302
Known for their TV roles, Bryan Cranston and Jason Segel make movie magic playing real-life writers. Hear their insights on “Variety Studio: Actors on Actors” (your day/date/time/station)

303
Funny ladies Lily Tomlin and Amy Schumer discuss playing unlikeable characters on “Variety Studio: Actors on Actors” (your day/date/time/station)

Trivia than can be shared via social:

1. Which actor admits to being terrified of bees- even though he had to work with them in his latest movie?
2. Which actor admits to waking up her husband in the middle of the night in a panic before the start of each new movie?
3. Which actor says the set of his latest film was refrigerated to 30 degrees to help the cast stay more in character?
4. Which actor says that as a teen he would blow-dry his hair like Johnny Depp in the TV series “21 Jump Street”?
5. Which actor drove her own car and wore her own clothes in her most recent film?
6. Which actor learned to play the piano for his most recent role?
7. Which actor credits dancing down Hollywood Boulevard with the Muppets as a highlight of his career?

(Answers: 1) Ian McKellen, 2) Cate Blanchett, 3) Samuel L. Jackson, 4) Joel Edgerton, 5) Lily Tomlin, 6) Paul Dano, 7) Jason Segel)