



STORIES FROM THE STAGE

SOCIAL MEDIA
AND MARKETING TOOLKIT



Corporation
for Public
Broadcasting



Wyncote
Foundation

ABOUT STORIES FROM THE STAGE

WHEN'S THE LAST TIME YOU HEARD A STORY THAT MADE YOU SMILE, LAUGH, THINK...OR CRY? From ordinary people with extraordinary experiences, these are real tales of love, heartbreaking loss, unexpected triumph, facing fears, leaving home or coming to America. Hosted by Theresa Okokon & Wes Hazard, STORIES FROM THE STAGE can bring us together, breaking down barriers to reveal what we all have in common.

STORIES FROM THE STAGE illustrates the power of real stories told by masterful storytellers. Each episode presents original stories told live, explores the art of storytelling, with a host introducing the episode's theme and interviews with each teller talking about their craft.

Showcasing a diverse array of storytellers, the series covers a range of popular and topical issues through the personal lens of a storyteller. Additionally, the 30 minute weekly series is fully clipped into wonderful short content that is easy to share online and enjoy.

Stories from the Stage airs weekly on Mondays at 9:30 p.m. (8:30 p.m. Central) on WORLD Channel, via your local PBS station.

WATCH ONLINE, ANYTIME!

- <https://worldchannel.org/show/stories-stage/>
- <https://www.facebook.com/StoriesFromTheStage/>

PRODUCTION NOTES:

Listen to co-executive producer Liz Cheng tell the story behind the stories in her interview with Emmy-winning journalist Charlotte Robinson.

[More Info](#)

ABOUT THIS TOOLKIT

POWERFUL STORIES ARE MEANT TO BE SHARED

This toolkit provides valuable resources to help you engage your online community and share the performances, conversations, and talent that make up Stories from the Stage.

An effective use of social media and email to share these stories will draw traffic to your website, engagement from your community, and increased brand awareness for your organization.

Below, you'll find suggested copy, unique ideas, and a schedule to make it as easy as possible to get the word out about the show.



IDEAS FOR ENGAGEMENT

THROUGHOUT THIS TOOLKIT, you'll find ways to share clips from Stories from the Stage on Facebook, Twitter, Instagram, and via email. Here are a few ways to incorporate the series into your own programming, digital and community efforts:

- **Share a story to help audiences connect with a more personal side of an important social issue.** In this story, Grace Talusan shares how a green station wagon helped her family become Americans. After immigrating from the Philippines, they visited U.S. monuments, sights, and factories to see how things were made. She learned about her place in the U.S. and what being an immigrant meant in her new land. Share Grace's story with a comment or question to your audience about the emigrant experience. <https://www.facebook.com/StoriesFromTheStage/videos/265934377264733/>
- **Use a story to tap into universal themes that resonate with your audience, like love, family, and home life.** For some, cooking is a refuge. And for others it's a salty nightmare. Tap into the universal interest in (if not love of) food with one of several gastro-themed episodes. In this story, Alan explores cooking with a romantic partner. "What if a mess in the kitchen makes for a happy home?" <https://www.facebook.com/StoriesFromTheStage/videos/321183798406457/>
- **Match a story to something that's happening in your community**, and you have an instant and unique social media post. We have great stories that are perfect for Back-to-School, Halloween, Thanksgiving, Black History Month, Hispanic or Asian Pacific American Heritage Month, Ramadan, Valentines Day and many other occasions.

PRO TIP:

The great thing about Stories from the Stage is that each story comes already clipped as a standalone video, and all are about six minutes in length. These videos are available to everyone on Facebook from the series page:

Watch Videos

Complete episodes are available to public television stations from the PBS Media Manager system.



STORIES AND THEMES

STORIES FROM THE STAGE IS A GREAT PLACE TO TURN FOR ALMOST ANY BROAD TOPIC OR THEME. The matrix below offers several themes that might be useful in engaging your audience, along with shareable Facebook links to the stories associated with them.

Additionally, you can easily browse a huge collection of stories on the series Facebook Watch page: <https://www.facebook.com/StoriesFromTheStage/episodes/>

There are more than 100 individual stories on the Stories from the Stage Facebook page, with more added every month (each story is referred to as an "episode" for Facebook listing purposes), individually packaged and ready to share!

[Browse Videos](#)

INSPIRATION

- [Mahboba's Climb Up to Graduation](#)
- [Shane's Loss Leads to Living Life](#)
- [Melissa's Solo Open for Bob Dylan](#)

FAMILY

- [Alison's Faith in Love](#)
- [Anoush's Highs, Lows & Loves](#)
- [Jamie's \(and Ronnie's\) Beloved Mama Jean](#)

LOVE

- [Rob's Team Spirit Spells L-O-V-E](#)
- [Roxanna's Love Needs No Translation](#)
- [Joseph's Four Marriage Proposals](#)
- [Lauren's Fairy Godmothers](#)

IMMIGRATION

- [Claritza's Dream Begins with 'A'](#)
- [José's American Dreams](#)
- [Ewa's International Sausage Smuggle](#)
- [Abhishek's Meat-full Epiphany](#)
- [Kwasi's Recipe Calls for Laughter](#)

FOOD

- [Jo's Mother's Illustrious Apple Pie](#)
- [Claire's Spice-y !\[\]\(098e47036f78288d477e334896a43770_img.jpg\) Connection](#)
- [Gastor's Lesson in Heavy, High & Far](#)
- [Juan's Recipe for Falling in Love](#)

HOLIDAYS

- [Phil's Tricks and Treats](#)
- [John's Job? Santa Claus!](#)
- [Lani's Royal Purple Thanksgiving](#)
- [Andrea's Menorah Burns Bright](#)
- [Ekhlash's Fasting for Days](#)

WOMEN'S STORIES

- [Joan's Rock 'n' Roll\(!\) Dream](#)
- [Yari's Mission to \(Living on\) Mars](#)
- [Suzanne's Ram-bunctious Rider](#)

PETS

- [Ron's Best Friend, Honey](#)
- [Amanda's Best Friend is no Diva](#)
- [Lina's Rosie Quest for Freedom](#)

TRAVEL

- [Aaron's Love Knows \(No\) Bounds](#)
- [Akshobh's Wild\(erness\) Ride](#)
- [Renata's Hunt for the Other Side](#)

SUGGESTED

COPY FOR SOCIAL MEDIA

STORIES FROM THE STAGE IS GREAT FOR SOCIAL MEDIA!

Our Facebook Watch segments are optimized for social sharing—produced and edited to tell one storyteller’s story in six minutes or less. Some of the best stories get watched up to 100,000 times, and audience members are able to interact with storytellers and with WORLD Channel in the comments.

Below is some suggested copy and sample tweets for your online use; feel free to beg, borrow and steal from these as you like, or come up with your own formulation for a unique tweet.

- *Masterful storytellers and their real life experiences come together in this raw, emotional, and beautifully directed series from @WORLDChannel, #StoriesFromTheStage. Be prepared to laugh, cry, and binge-watch to your heart’s content. [Insert your URL or link to <https://worldchannel.org/show/stories-stage/>]*
- *Introverts, raise your hand! @WORLDChannel’s Stories from the Stage connects you to masterful storytellers and amazing people, and the best part? They do all the talking. Sit back, relax, and tune in to hear about some of the most powerful moments that define the human race. [Insert your URL or link to <https://worldchannel.org/show/stories-stage/>]*
- *It takes a masterful storyteller like @RaeMarieLuna or @Nick_Fairall to ignite an audience and connect us to each other and the world. Get a glimpse of their talent on Stories from the Stage on WORLD Channel. [Insert your URL or link to <https://worldchannel.org/show/stories-stage/>]*
- *If you had 6 minutes to tell the world a story, what would you say? #StoriesFromTheStage reveals masterful storytellers’ deepest, darkest stories and secrets. Check your local @PBS listings to tune in weekly. [Insert your URL or link to <https://worldchannel.org/show/stories-stage/>]*



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

PLEASE REMEMBER TO TAG **#StoriesFromTheStage** AND **#WORLDChannel**



SUGGESTED COPY FOR EMAIL

IF YOU THINK YOUR AUDIENCE, STAKEHOLDERS, AND PROFESSIONAL AND PERSONAL CONTACTS MIGHT LOVE STORIES FROM THE STAGE, send them an email about the series and where to see it!

Subject line A: What would you say if you had 6 minutes to tell the world a story?

Subject line B: Storytelling: the art of paying homage to our past

Dear friends of [Insert your organization name],

If you had 6 minutes to tell the world a story, what would you say?

We're excited to share Stories from the Stage, the WORLD Channel series that is bringing people together, making us laugh and cry, and breaking down barriers to reveal what we all have in common.

Stories from the Stage illustrates the power of real stories told by masterful storytellers. Every Monday at 9:30 PM (8:30 PM Central), tune in to hear expressions of love, triumph, heartbreak, fear, bravery, and justice.

We invite you to experience the moments that define the human race in a raw, engaging series that promises to make for a great conversation starter at your next dinner party.

You can access select images and other visual assets from the series here.

[More Info](#)

