# Somewhere South | Social Media Toolkit

**Tune In or Stream: Fridays, starting March 27, at 9/8c.**

**Hashtag:** #SomewhereSouthPBS

**Tags:**

@pbs @publicmediaNC @scetv  
Show: @chefsouth (Twitter) | @AChefsLife (Facebook and Instagram)   
Vivian Howard: @DeepRunRoots (Facebook) | @chefandthef (Twitter and Instagram)

**Website:** pbs.org/show/somewhere-south

Contact [social@unctv.org](mailto:social@unctv.org) with any questions or crossposting permissions.

## Now Available

### Series Promotion

Series Sell (0:30)

* Crosspost: Somewhere South | Official Preview | PBS
* Geoblocked? No
* Suggested copy: Chef Vivian Howard is back! Join her quest for a broader understanding of dishes that bind and define the modern American South. #SomewhereSouthPBS premieres Friday, Mar 27 at 9/8c on @pbs.
* Download + caption file: https://bit.ly/2JbKZIl

TCA Inside Look (1:30)

* Crosspost: Somewhere South Inside Look Featurette
* Geoblocked? No
* Suggested copy: Through the foodways of immigrants and indigenous people, Somewhere South and Vivian Howard shed light on a rarely-seen version of the South—one made up of Lumbee Indians, Haitian and Sicilian immigrants, people who speak (and eat) Creole and many more.  
    
  Take an inside look at Somewhere South from A Chef's Life, premiering Friday, Mar 27 at 9/8c on @pbs. #SomewhereSouthPBS
* Download + caption file: <https://bit.ly/2WuUYjZ>

## Coming Soon

### Series Promotion

Key Art – Image #1

* Geoblocked? No
* Suggested copy: From hand pies to dumplings, porridge to pickles, the South offers endless dishes born from traditions the world over. On her new series, Somewhere South, Chef Vivian Howard explores these dishes and more to gain a broader understanding of the food that binds and defines the modern American South.  
    
  Don’t miss #SomewhereSouthPBS, premiering Friday, Mar 27 at 9/8c on @pbs.
* Download: Coming Soon

Key Art – Image #2

* Geoblocked? No
* Suggested copy: With guidance from beloved chefs across the American South, Chef Vivian Howard explores how, although we may look different, our appetites are very much the same. #SomewhereSouthPBS premieres Friday, Mar 27 at 9/8c on @pbs.
* Download: Coming Soon

Key Art – Image #3

* Geoblocked? No
* Suggested copy: Chef Vivian Howard is on a quest for a broader understand of the food that defines the American South. In her new series, Somewhere South, Howard learns from the chefs that call the region home. Learn more when #SomewhereSouthPBS airs Friday, Mar 27 at 9/8c on @pbs.
* Download: Coming Soon

Key Art – Image #4

* Geoblocked? No
* Suggested copy: Embark on a culinary tour of the American South through cross-cultural dishes that appear on every neighbor’s table. From porridge to pickles, hand pies to dumplings, Chef Vivian Howard explores the different variations of a single dish—and the way food connects us all.  
    
  #SomewhereSouthPBS premieres Friday, Mar 27 at 9/8c on @pbs.
* Download: Coming Soon

### Episodic Promotion

### Episode One (Friday, March 27, 9/8c)

**Ep 1 Promo: “American as Hand Pie” (:30)**

* Crosspost: Somewhere South | American as Hand Pie: Preview | PBS
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: Chef Vivian Howard's crash course in mass producing hand pies, the original convenience food, takes her to West Virginia for a taste of their signature pepperoni rolls and offers a look at the world’s most popular hand pie—the empanada.  
    
  Don't miss the premiere of #SomewhereSouthPBS, Fri, Mar 27 at 9/8c on @pbs.
* Download + caption file: https://bit.ly/2JeMxBE

**Ep 1: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*

Episode Two (Friday, April 3, 9/8c)

**Ep 2 Promo: “Porridge for the Soul” (:30)**

* Crosspost: *pending*
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: *pending*
* Download + caption file: *pending*

**Ep 2: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*

Episode Three (Friday, April 10, 9/8c)

**Ep 3 Promo: “Dumpling Dilemma” (:30)**

* Crosspost: *pending*
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: *pending*
* Download + caption file: *pending*

**Ep 3: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*

Episode Four (Friday, April 17, 9/8c)

**Ep 4 Promo: “What a Pickle” (:30)**

* Crosspost: *pending*
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: *pending*
* Download + caption file: *pending*

**Ep 4: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*

Episode Five (Friday, April 24, 9/8c)

**Ep 5 Promo: “It's a Greens Thing” (:30)**

* Crosspost: *pending*
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: *pending*
* Download + caption file: *pending*

**Ep 5: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*

Episode Six (Friday, May 1, 9/8c)

**Ep 6 Promo: “How Do You ‘Cue” (:30)**

* Crosspost: *pending*
* Geoblocked? Yes,U.S. and its Territories
* Suggested copy: *pending*
* Download + caption file: *pending*

**Ep 6: Image Gallery**

* Suggested copy: *pending*
* Download: *pending*