

COMMUNICATIONS TOOLKIT

The F Word: A Foster-to-Adopt Story

This toolkit provides sample Facebook posts, tweets, still images, newsletter blurbs, and episode descriptions to coincide with the launch of Season One of *The F Word* from September 14th - October 19th, 2017.

Please note that while the series will be premiering online during the above dates, it will remain available for viewing for the next five years. You are welcome and encouraged to post about the series after its initial launch when all six episodes are available.

We also encourage you to treat these samples as a starting place and add editorial in the unique voice of your organization.

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SAMPLE SOCIAL MEDIA POSTS

General guidelines - Tag @thewordseries in any posts and link to www.thefwordseries.com/watch

FACEBOOK – GENERAL

Suggested hashtags - #adoption #fosterparents #fostertoadopt #fostercare #LGBTQ

The @thewordseries is a comedic documentary series sharing one couple's journey to become parents through adoption from foster care, check it out! www.thefwordseries.com/watch

There are over 100K youth in foster care who need permanent, loving homes. Watch Nicole & Kristan's journey to provide one such home and adopt a child from foster care in this new comedic documentary series from PBS, @thewordseries! www.thefwordseries.com/watch

A queer couple, a dog named Rocky, and a quest for parenthood through adoption from foster care. Check out the new PBS series @thewordseries. www.thefwordseries.com/watch

TWITTER – GENERAL

Watch @thewordseries! It's real and funny and all heart. www.thefwordseries.com/watch
#fosterparents #fostertoadopt

Nicole + Kristan are a queer couple adopting a child from #fostercare. Watch their #fostertoadopt journey www.thefwordseries.com/watch

One queer couple's journey to adopt through #fostercare, chronicled through a @PBS docuseries premiering Sept 14th! www.thefwordseries.com/watch

Excited to partner with @thewordseries - telling one queer couple's journey to adopt from #fostercare. Check it! www.thefwordseries.com/watch

75 mil Americans consider #adoption. If 1/700 of these adults adopted, every waiting kid in #fostercare would have a fam. @thewordseries

400K+ youth in #fostercare & 112K need permanent homes. This queer couple is adopting, how about u? www.thefwordseries.com @thewordseries

Nicole + Kristan decide to #adopt a child from #fostercare. Watch their journey to parenthood @thewordseries www.thefwordseries.com/watch

PROMOTION CALENDAR

9/12/17 - Twitter Chat Promo

Facebook: Join @Raiseachild and @thewordseries to discuss adopting from foster care - the process, the pro's and con's (mostly pro's), resources to learn more, and ways to get your process started. Use hashtag #thewordseries to participate at 2:00PM ET on Sept. 14th.
Sign up here: <https://goo.gl/forms/RwlaVV2dtmIU7fGK2>

Twitter: Join the #fostertoadopt Twitter chat on Sept 14 with @thewordseries & @raiseachild! Sign up here: <https://goo.gl/forms/RwlaVV2dtmIU7fGK2>

09/14/17 - Twitter Chat

We invite you to join the first #thewordseries Twitter chat at 2:00PM ET on September 14th. We will be chatting with filmmaker Nicole Opper and community organization Raise A Child about adoption from foster care.

09/14/17 - Ep 1 Premiere

Twitter: TODAY! Nicole + Kristan decide to #adopt a child from #fostercare in Ep1 of @thewordseries. Watch: www.thefwordseries.com/watch #fostertoadopt

The story begins! Ep 1 of @thewordseries is available today for your viewing pleasure... www.thefwordseries.com/watch #fostertoadopt

Facebook: TODAY is the day! Nicole + Kristan decide to adopt a child from fostercare in the first episode of @thewordseries! Watch them start their journey to parenthood. www.thefwordseries.com/watch

09/15/17 - HuffPost / RaiseAChild "Let Love Define Family®" series article to be published. Please look out for the link!

09/21/17 - Ep 2 Premiere

Twitter: The #homestudy begins! *dun dun dun* Watch Nicole + Kristan perform perfect parenthood in Ep 2 of @thewordseries >> www.thefwordseries.com/watch

The story continues! Ep 2 of @thewordseries is available today for your viewing pleasure... www.thefwordseries.com/watch #fostertoadopt

Facebook: The #homestudy begins! *dun dun dun* Watch Nicole + Kristan perform perfect parenthood in Episode 2 of @thewordseries! www.thefwordseries.com/watch

9/28/17 - Ep 3 Premiere

Twitter: *tick tock tick tock* Nicole + Kristan are #fosterparents, but no kid in the picture yet. Ep3 of @thewordseries! www.thefwordseries.com/watch

The story continues! Ep 3 of @thewordseries is available today for your viewing pleasure... www.thefwordseries.com/watch #fostertoadopt

Facebook: *tick tock tick tock* Nicole and Kristan are certified foster parents but there's no kid in the picture yet. To pass the time they talk with other foster-adopt families, hear their advice in Episode 3!
www.thefwordseries.com/watch

10/5/17 - Ep 4 Premiere

Twitter: What the heck is taking so long?? Nicole + Kristan meet with their social worker to find out. Ep4 of @thewordseries >> www.thefwordseries.com

Ever been to a family fair? It's weirder than it sounds. Watch Ep4 of @thewordseries to see what it's all about. www.thefwordseries.com/watch

The story continues! Ep 4 of @thewordseries is available today for your viewing pleasure... www.thefwordseries.com/watch #fostertoadopt

Facebook: Nicole and Kristan celebrate their anniversary by meeting with their social worker to ask what the heck is taking so long. Keep up with their journey in Episode 4 of the @thewordseries! www.thefwordseries.com/watch

10/12/17 - Ep 5 Premiere

Twitter: Is it...a potential match? Maybe?! Find out in Ep 5 of @thewordseries!
www.thefwordseries.com/watch #fostertoadopt

The story continues! Ep 5 of @thewordseries is available today for your viewing pleasure... www.thefwordseries.com/watch #fostertoadopt

Facebook: Is it...a potential foster kid match? Maybe?! Get excited with us and find out what happens in Ep 5 of @thewordseries! www.thefwordseries.com/watch

10/19/17 - Ep 6 Premiere

Twitter: Siblings? Maybe. Concurrent planning? Maybe. N & K expand their search in Ep 6 of @thewordseries! www.thefwordseries.com/watch #fostertoadopt

This is it, episode 6 of @thewordseries premieres today! Will Nicole and Kristan be parents at last? www.thefwordseries.com/watch

Facebook: This is it, episode 6 of @thewordseries premieres today! Will Nicole and Kristan be parents at last? Find out in the season finale...
www.thefwordseries.com/watch

NEWSLETTER EDITORIAL

Version 1

The new PBS web series, *The F Word: A Foster-to-Adopt Story*, shares one queer couple's journey to adopt a child from foster care in Oakland, California. Comedic, heartfelt, and thought-provoking, you can watch the series starting September 14th at www.thefwordseries.com/watch.

Version 2

Meet Nicole and Kristan, a queer couple based in Oakland, California who want to adopt a child from foster care. Watch the new PBS digital series *The F Word: A Foster-to-Adopt Story* to follow their journey to become foster-adopt parents, starting September 14th at www.thefwordseries.com/watch.

Version 3

Oakland, CA couple Kristan and Nicole are ready to move beyond casual neighborhood baby-watching and make the leap into the world of parenthood. To expand their family, they're venturing into the complicated system of foster-to-adopt care, and with this heartfelt and humorous documentary web series, they invite us to join them on the journey. Watch the PBS series *The F Word: A Foster-to-Adopt Story* starting September 14th at www.thefwordseries.com/watch.

EPISODE DESCRIPTIONS

EP 1

Publish Date: Thursday, September 14, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 1 "F is for: Foster Care"

Nicole and Kristan are a queer Bay Area couple who want to adopt a child from foster care. As they prepare to have their home inspected, they child-proof their apartment and invite a couple of kids over to examine their handy work. Will they pass the safety check?

EP 2

Publish Date: Thursday, September 21, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 2 "Fake It Til You Make It"

Nicole and Kristan prepare for their home study interviews and home inspection. They check requirements off a long list, including a doctor's physical and learning CPR, to become certified foster parents.

EP 3

Publish Date: Thursday, September 28, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 3 "F is for: Friends & Finding Families Like Ours"

Nicole and Kristan are approved foster parents and await a placement. They seek advice from friends who've adopted from foster care and bust open some myths about this road to making a family. Then an email from their social worker pops up about a foster kid... "are you interested?"

EP 4

Publish Date: Thursday, October 5th, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 4 "F is for: Fantasizing About the Future"

Kristan and Nicole get their first potential match, but they may be getting ahead of themselves in their excitement. While waiting, Nicole attends a Family Fair to shmooze the local social workers, but it doesn't go too well.

EP 5

Publish Date: Thursday, October 12th, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 5 "F Is for Falalala: Tis the Season to Feel Worried"

Another promising lead for a placement comes Nicole and Kristan's way, and this one comes fast: if it works out, they could have a four-year-old within the week. While they prepare, an unexpected development changes the plan.

EP 6

Publish Date: Thursday, October 19th, 2017 (11:00AM PT/2:00PM ET)

Title: The F Word Ep. 6 "F is for: Fostering Hope...Finally?"

Nicole and Kristan reflect on their turbulent journey, while South Dakota passes a law which discriminates against LGBTQ people who want to adopt. In an effort to increase their chances of success, Kristan and Nicole expand their search to include siblings. Will they become parents at last?

STILL IMAGE BANK

All still images are available for download in this dropbox folder!

https://www.dropbox.com/sh/tlw7t3x23lkg5a1/AAAJ0LQFdg5_enyn0EfFmmdia?dl=0

These graphics are intended to be used for the promotion of each episode premiere. You are welcome to use them, or grab any still of your liking from the dropbox folder above.



Episode Five October 12



A Foster-to-Adopt Story
www.thefwordseries.com

Episode Six October 19



A Foster-to-Adopt Story
www.thefwordseries.com