

The POPS team is thrilled to work with a host of organizations that share our mission to support positive and diverse narratives about the experience of black fatherhood.

Your partnership and support online is critical to helping us reach our goal of engaging a large national viewership for the series and empower audience to share their own stories, both of challenges and successes, of black fatherhood using #BlackDadJoy and #PopsLife.

All of the episodes of the series will be available for free via YouTube and can be embedded, emailed, and posted on your channels. This guide includes suggested language and copy for you to spread the word about POPS and encourage your community to be part of building a positive and affirming narrative about black fathers and families.

Follow us online:

Facebook: facebook.com/popswebseries

Twitter: twitter.com/popswebseries

Instagram: instagram.com/popswebseries

Website: pops.life

Hashtags to Use: #PopsLife, #BlackDadJoy



www.Pops.Life
www.StoryCastDocs.com

Suggested social media copy:

(Images for posting are in the enclosed ZIP file)

Post on Facebook (and like @PopsWebSeries):

- Experience & celebrate #BlackDadJoy. Check out the docu-series #PopsLife and follow the parenthood journeys of 3 black dads. <http://pops.life>
- A newborn baby, a new career, and new responsibilities. Follow La Guardia Cross as he begins his parenthood journey in the new docu-series POPS. #BlackDadJoy <http://pops.life>
- 2 black dads, a 16-year relationship, a 12-year-old son, and the fight for equality. Meet Chris and Shelton Stroman-Inniss and follow their fatherhood journeys in POPS. #BlackDadJoy <http://pops.life>
- Returning citizen, criminal justice activist, NY Times bestselling author, and father. Follow Shaka Senghor's parenting journey in POPS a new docu-series on black fathers. #BlackDadJoy
- Parenting is a challenge but the rewards is great. Check out the new docu-series POPS and share your own #BlackDadJoy story. <http://pops.life>

Post on Twitter and Instagram (and follow @PopsWebseries):

- Check out #PopsLife. A new web series on the experience of black fatherhood. #BlackDadJoy. Watch now at www.Pops.Life
- #PopsLife, a new series following the parenthood journeys of 3 black dads. Watch now at www.Pops.Life
- Experience & celebrate #BlackDadJoy. Watch @PopsWebSeries and follow the parenting journeys of 3 black dads at www.Pops.Life
- Check out @PopsWebSeries! Follow the parenthood journeys of 3 black dads each week on @StorycastDocs: <https://goo.gl/Wf3Gsv> #BlackDadJoy
- Follow the parenthood journeys of 3 black dads on their journey to find #BlackDadJoy. Watch @popswebseries now: www.Pops.Life

SUGGESTED EMAIL COPY

Check out POPS, a new short web-series following black fathers facing the toughest challenge of their lives - becoming good fathers. This inspiring documentary series follows the parenting journeys of NYT bestselling author Shaka Senghor, artists La Guardia Cross Jr., and Chris and Shelton Stroman-Inniss, a same-sex couple who were on the forefront of fighting for marriage equality. POPS is a unique and entertaining series that addresses the reality of 21st century parenthood for black men while exploring the universal themes of — responsibility, nurturing, and love. Check out this new series at www.pops.life and join us by sharing your own #BlackDadJoy and #PopsLife.

OTHER WAYS YOU CAN SUPPORT POPS

- Embed the POPS youtube videos on your website
- Write a blog or article about POPS and your organizations work
- Screen one of the stories at your next event, conference or meeting
- Join one of our online events Twitter chats or Google Hangouts. Find more information at Pops.Life.
- If your organization has resources or toolkits for black dads, let us know so we can include them on our website and share them with our community.

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