**FX's "Atlanta" Redefines Social Media Marketing**

The FX show "Atlanta" is taking an unconventional approach to social media marketing, using it to extend the show's style with an irreverent and conversational style rather than overtly asking fans to tune in. The strategy spans platforms and invites users to follow threads across social accounts in a quirky approach akin to the show.

***The Washington Post 3/29/18***

<https://www.washingtonpost.com/lifestyle/style/how-atlanta-tapped-into-social-media-to-create-an-all-encompassing-viewer-experience/2018/03/29/ddece908-31c8-11e8-8abc-22a366b72f2d_story.html?utm_term=.cbb715c07a4e&wpisrc=nl_sb_smartbrief>

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<http://cmzone.vzbqbxhynotw9ion96xv.netdna-cdn.com/wp-content/uploads/2016/09/atlanta-fx.jpg>