

# 2020 INTERNATIONAL UNDERGROUND RAILROAD MONTH

## SOCIAL MEDIA GUIDE



### ABOUT:

As Maryland Governor Larry Hogan proclaimed the first International Underground Railroad Month in September 2019, September 2020 will continue to recognize Maryland as the most powerful Underground Railroad storytelling destination in the world with the second annual International Underground Railroad Month.

International Underground Railroad Month acknowledges the significance of the Underground Railroad, and all those involved, for its contribution to the eradication of slavery in the United States and as a cornerstone for a more comprehensive civil rights movement that followed.

It honors the inspiring efforts of the people from around the world who have committed themselves to document, interpret, and share with the public the Underground Railroad.

Maryland has the most documented successful escapes utilizing the Underground Railroad and has the most National Park Service National Underground Railroad Network to Freedom sites.

Visitors can follow in the footsteps of the heroes along the Underground Railroad by traveling along the Harriet Tubman Underground Railroad Byway, Maryland's Frederick Douglass Driving Tour, along with other interpretive materials, tours, attractions, and guides that enable visitors to travel to the sites and learn about the many freedom seekers and their accomplices. For more information, see [visitmaryland.org/UGRR](https://visitmaryland.org/UGRR).



## GOALS:

- Build upon Maryland's initiative of being the most powerful Underground Railroad storytelling destination in the world.
- Inspire the public to travel to Underground Railroad locations to learn the history associated with individual sites and experience the mosaic of community, regional, and national stories.
- Commit to making International Underground Railroad Month an annual event.

Listed below are sample posts and visual assets (photos and videos), which we welcome you to use on social media. These messages can be copied/pasted verbatim or used as guidelines.

We encourage you to personalize them and/or create entirely new messages about the journey of freedom seekers, and those who assisted them, on the Underground Railroad in Maryland.

Consider what imagery, facts, or information you can add to the conversation, and what will inspire travel to your sites in honor of International Underground Railroad Month.

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## HASHTAGS:

### PRIMARY:

#MDinFocus, #UndergroundRailroad

### SECONDARY\*:

#UGRR, #BlackHistory, #AfricanAmerican,  
#HarrietTubman, #FrederickDouglass,  
#NPSNetworkToFreedom

*\*Suggested for use on Instagram or where it is appropriate*

## PROFILES TO TAG:

### Maryland Office of Tourism:

Facebook: @TravelMD

Twitter: @TravelMD

Instagram: @VisitMaryland

## SUGGESTED FREQUENCY:

- We suggest you create an original post at least once a week on each platform during International Underground Railroad Month.
- Share from Network to Freedom and the Maryland Office of Tourism when tagged in a post or when the content is relevant to your site.

## VISUAL ASSETS:

Click [here](#) to download assets for use on social media posts. Please be sure to include any necessary photo credit.



# TO PROMOTE VISITATION TO UNDERGROUND RAILROAD AND NPS NETWORK TO FREEDOM SITES

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### Facebook & Instagram\*

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- Immerse yourself in the stories of hundreds who risked their lives to escape slavery and those free and enslaved who helped them. Visit (insert location) during International Underground Railroad Month and learn how so many people escaped slavery in Maryland.
- Did you know Maryland is the most powerful Underground Railroad storytelling destination in the world? Learn about the thousands who risked their lives to escape slavery and those free and enslaved who helped them at (insert location).
- Hidden in Maryland's landscapes are the stories of courageous individuals who risked their lives to escape slavery. Through the National Park Service's Network to Freedom sites, discover the routes, safe houses, and unique places that make Maryland the most powerful Underground Railroad storytelling destination in the world.
- Follow the path of enslaved African Americans seeking freedom in Maryland. The National Park Service's Network to Freedom sites and various programs and tours tell the story of self-liberators and those free and enslaved people who helped them. Visit (insert location) today.
- September is International Underground Railroad Month in Maryland. Visit (insert location), part of the National Park Service's Network to Freedom, to learn about the heroic stories of those escaping slavery, and the people who helped them.
- Harriet Tubman freed herself from slavery in Maryland and began a new life as an abolitionist, activist, and conductor on the Underground Railroad. Visit (insert location) to learn more about her path to freedom.
- Harriet Tubman freed herself from slavery and then heroically risked her life to help dozens of others do the same. Learn how she did it and see where they stopped, slept, traveled, and hid along the way. Visit (insert location), part of the National Park Service's Network to Freedom.
- Self-educated and self-liberated, Frederick Douglass dedicated his life to empowering and liberating enslaved African Americans and fighting for civil rights. During International Underground Railroad Month, discover the places that shaped him into one of the most influential voices of his time.
- Follow the journey of Frederick Douglass, Maryland's famed abolitionist, writer, and orator, from his life in slavery to that of a world-renowned statesman and advisor to President Lincoln. Visit (insert location), part of the National Park Service's Network to Freedom.

\*To include a link to your website, you can put a [Bitly link](#) at the end of your caption or direct people to the link in your bio. For instructions on how to put a link in your Instagram bio, click [here](#).

# TO PROMOTE VISITATION TO UNDERGROUND RAILROAD AND NPS NETWORK TO FREEDOM SITES

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## Twitter

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- Immerse yourself in the stories of thousands who risked their lives to escape slavery and those free and enslaved who helped them. Visit (insert location) during International Underground Railroad Month and learn how so many people escaped slavery in Maryland. (245/280 characters – not including “(insert location)”)
- Did you know Maryland is the most powerful #UndergroundRailroad storytelling destination in the world? Learn about the thousands who risked their lives to escape slavery and those free and enslaved who helped them at (insert location). (218/280 characters – not including “(insert location)”)
- Through the @natlparkservice’s Network to Freedom sites, discover the routes, safe houses, and unique places that make Maryland the most powerful #UndergroundRailroad storytelling destination in the world. (204/280 characters)
- September is International Underground Railroad Month in Maryland. Visit (insert location), part of the @natlparkservice’s Network to Freedom, to learn about the heroic stories of those escaping slavery and the people who helped them. (219/280 characters – not including “(insert location)”)
- #HarrietTubman freed herself from slavery in Maryland and began a new life as an abolitionist, activist, and conductor on the #UndergroundRailroad. Visit (insert location) to learn more about her path to freedom. (195/280 characters – not including “(insert location)”)
- #HarrietTubman freed herself from slavery and then heroically risked her life to help dozens of others do the same. Learn how she did it and see where they traveled and hid along the way. Visit (insert location), part of the @natlparkservice’s Network to Freedom. (247/280 – not including “(insert location)”)
- Self-educated and self-liberated, Frederick Douglass dedicated his life to liberating enslaved African Americans and fighting for civil rights. During International Underground Railroad Month, discover the places that shaped him into one of the most influential voices of his time. (277/280 characters)
- Follow the journey of Frederick Douglass, Maryland’s famed abolitionist, writer, and orator, from his life in slavery to that of a world-renowned statesmen and advisor to President Lincoln. Visit (insert location), part of the @natlparkservice’s Network to Freedom. (248/280 – not including “(insert location)”)