

2021 INTERNATIONAL UNDERGROUND RAILROAD MONTH

SOCIAL MEDIA GUIDE

ABOUT



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

Maryland Governor Larry Hogan proclaimed the first International Underground Railroad Month in September 2019. The Department of Commerce Maryland Office of Tourism, Michigan Freedom Trail Commission, and the National Park Service's Network to Freedom (NTF) program are working to expand International Underground Railroad Month to include the United States, Indigenous nations, Canada, Mexico, nations of the Caribbean, Europe, and others who played a significant role as places of refuge for freedom seekers.

Maryland as the Most Powerful Underground Railroad Storytelling Destination is home to leading Freedom Fighters of the Underground Railroad. International Underground Railroad Month 2021 will celebrate the leaders from across the state. For example: Josiah Henson (Montgomery & Charles Co), Samuel Green (Dorchester Co. & Baltimore City), J.W.C. Pennington (Washington Co.), Henry Highland Garnet (Kent Co.), William Still Family (Caroline Co.), and others.

For more information see visitmaryland.org/UGRR.



GOALS:

- Inspire travelers to visit Network to Freedom certified Underground Railroad sites and related attractions in person.
- Highlight Maryland's Freedom Fighters.
- Educate the public by spreading accurate information about the Underground Railroad while dispelling inaccuracies.
- Support Maryland's initiative of being the most powerful Underground Railroad storytelling destination in the world.
- Commit to making International Underground Railroad Month an annual event.

HASHTAGS:

Primary:

#MDinFocus,
#UndergroundRailroad

Secondary*:

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

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

VISUAL ASSETS:

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

PROFILES TO TAG:

Maryland Office of Tourism:

Facebook: @TravelMD

Twitter: @TravelMD

Instagram: @VisitMaryland

National Underground Railroad Network to Freedom:

Facebook: @npsnetworktofreedom

Instagram: @npsnetworktofreedom



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.

- **September is International Underground Railroad Month. Visit a National Park Service Network to Freedom site to discover the stories of Maryland's great freedom fighters, ordinary people who accomplished extraordinary things in the fight against slavery.**
- **Many of the best-known Underground Railroad leaders and abolitionists emerged from Maryland. You know names like Harriet Tubman and Frederick Douglass, but there are many other stories you should learn. Visit a National Park Service Network to Freedom site today.**
- **During International Underground Railroad Month, visit a Maryland Network to Freedom site, discover the routes, safe houses, and unique places that make Maryland the most powerful Underground Railroad storytelling destination in the world.**
- **Escaping the bondage of slavery and reaching freedom was a dangerous and potentially life-threatening journey. At a Maryland Network to Freedom site, you can learn about the daring journey to freedom along the Underground Railroad. Plan your visit today.**
- **This September is the 3rd annual International Underground Railroad Month. Visit (insert location) to learn more about the names you already know, and discover the lesser-known Maryland freedom fighters that deserve equal recognition.**

*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](#).



- [Discover Maryland's Freedom Fighters](#)
- [Open for Heroes](#)
- [Maryland Network to Freedom Sites, Programs and Tours](#)
- [Explore Maryland's Underground Railroad Sites](#)
- [The Ultimate Guide to Underground Railroad Sites in Maryland](#)
- [Unique Experiences: The Most Powerful Underground Railroad Storytelling Destination in the World](#)
- [Article: Successfully Escaping Slavery on Maryland's Underground Railroad](#)
- [Article: Maryland: The Most Powerful Underground Railroad Storytelling Destination in the World](#)
- [Maryland's African-American Heritage](#)
- [Discover Maryland's African-American History](#)