

## ABOUT

Two hundred years ago, in Dorchester County on Maryland's Eastern Shore, Araminta Ross was born enslaved, but the woman who would become Harriet Tubman would not be denied liberty. Tubman grew up strong, and though she was not taught to read or write, she learned to read the world around her.

Tubman learned skills to survive and succeed in the forests, marshes, bays, and fields of the Eastern Shore and she was accepted into the network of Black mariners who plied the Chesapeake Bay sharing news and information. These skills, developed among family and community, would become the key to unlock the bonds of slavery.

In 1849, at the age of 27, Tubman self-liberated, traveling the Underground Railroad nearly 90 miles, alone and on foot, to freedom.

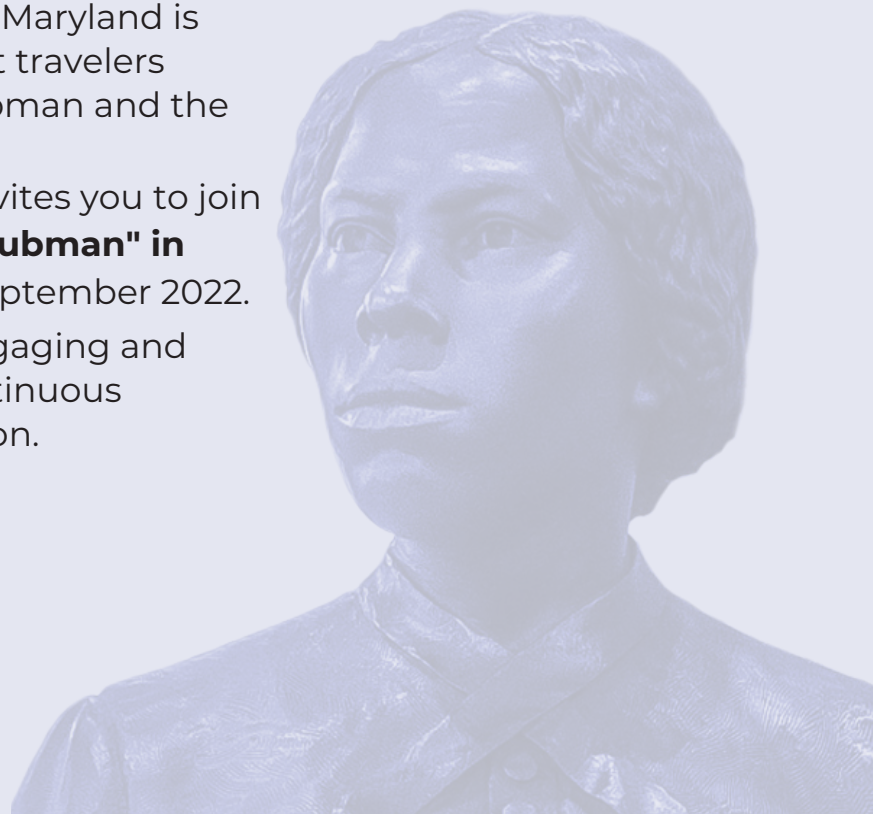
Not content with her own liberation while others still toiled in slavery, Tubman returned to Maryland again and again, leading others to freedom as a conductor on the Underground Railroad, and earning the title "The Moses of Her People."

During the Civil War, Tubman continued her valiant fight in the name of freedom, serving in the Union Army as a nurse, a spy, and as the first woman to lead American troops in battle. Later, she became a pioneering women's suffragist and a shining light in the struggle for gender-equity. Truly, few souls have carried themselves with such remarkable moral clarity or stood so fiercely on the side of America's better angels.

March 2022 marks the 200th anniversary of Harriet Tubman's birth. As the birthplace and homeland of the world-renowned icon, Maryland is uniquely positioned to attract overnight travelers looking to learn more about Harriet Tubman and the Underground Railroad.

The Maryland Office of Tourism invites you to join us in celebrating "**The Year of Harriet Tubman**" in **Maryland**, from March 2022 through September 2022.

This guide will help you create engaging and educational content that will bring continuous visitation to your attraction or destination.



## SOCIAL MEDIA GUIDE

### HASHTAGS

#### PRIMARY

#Tubman200  
#MDinFocus  
#HarrietTubman

#### SECONDARY

#VisitMaryland  
#UndergroundRailroad  
#UGRR  
#NPSNetworkToFreedom  
#BlackHistory

### ACCOUNTS TO TAG

#### MARYLAND OFFICE OF TOURISM

Facebook: @TravelMD  
Twitter: @TravelMD  
Instagram: @VisitMaryland

#### NATIONAL UNDERGROUND RAILROAD NETWORK TO FREEDOM(NPS):

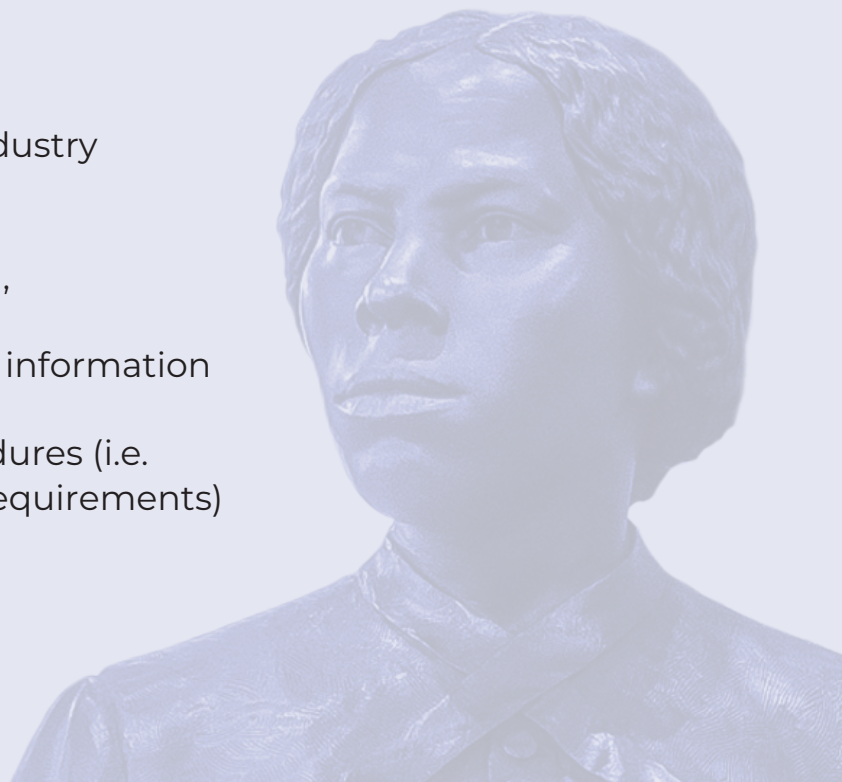
Facebook: @npsnetworktofreedom  
Instagram: @npsnetworktofreedom

### BEST PRACTICES

- Tag the Maryland Office of Tourism, industry partners, DMOs, and locations
- Use relevant hashtags
- Keep the tone welcoming, educational, inspirational, and encouraging
- Respond to followers requesting more information promptly
- Be transparent about COVID-19 procedures (i.e. physical distancing guidelines, mask requirements)

### GOALS

- Join the worldwide celebration of Harriet Tubman's birthday, life, and legacy
- Promote travel to attractions and destinations related to Harriet Tubman's story
- Educate the public by providing accurate information about Harriet Tubman and the Underground Railroad in Maryland
- Market Maryland as the most powerful Underground Railroad storytelling destination in the world

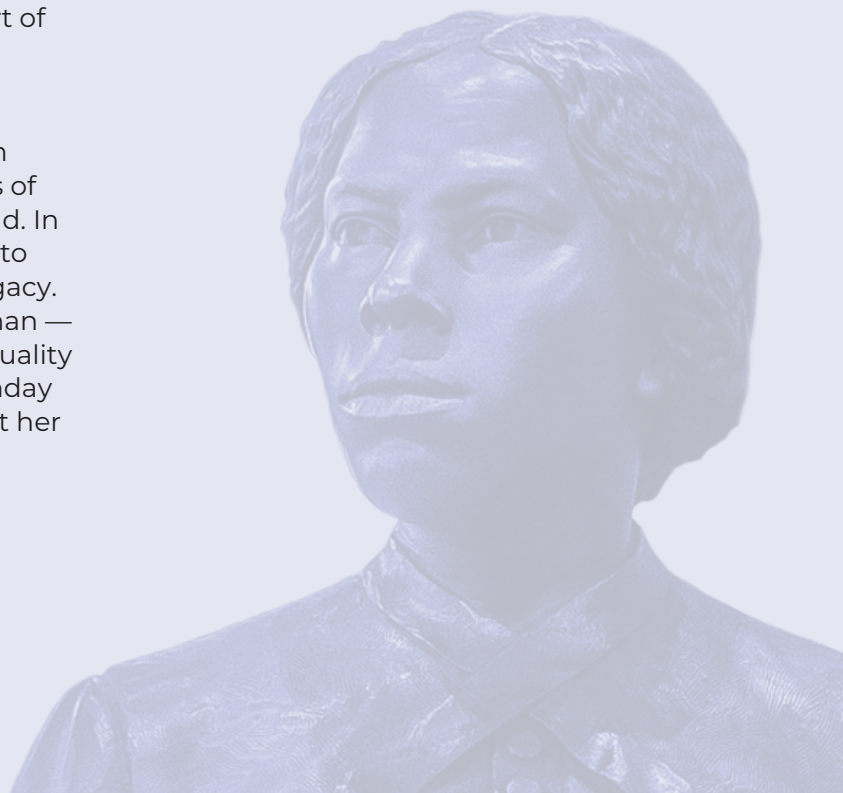


## POSTS FOR FACEBOOK AND INSTAGRAM

- Maryland's Harriet Tubman is widely known as an abolitionist and conductor on the #UndergroundRailroad, but she was also a Civil War nurse, Union spy and scout, and later a leader in the women's suffrage and civil rights movements. This year, celebrate her 200th birthday, life, and legacy by visiting (insert location).
- Maryland's Harriet Tubman began her life in slavery, but through persistence, willpower, and courage, she blazed a trail on the #UndergroundRailroad that freed dozens of others and made her one of our nation's most admired heroes. In honor of her 200th birthday this year visit (insert location) to learn more about her life and legacy.
- Few historical figures have been as influential as Harriet Tubman. She freed herself from slavery and then heroically risked her life to help dozens of others do the same. In honor of her 200th birthday, this year share with us how her legacy inspires you!
- We're proud to announce "The Year of Harriet Tubman" in Maryland, a celebration of Tubman's 200th birthday, heroic life, and lasting legacy. Join us in honoring a Maryland icon and one of the most celebrated figures of our nation by visiting (insert location).
- Harriet Tubman freed herself from slavery and then heroically risked her life to help dozens of others do the same. In honor of her 200th birthday, this year learn how she made the daring journey along the #UndergroundRailroad. Visit (insert location), part of the National Park Service's Network to Freedom.
- Escaping the bondage of slavery and reaching freedom was a dangerous and potentially life-threatening journey. After her self-liberation from slavery, Harriet Tubman heroically helped dozens of others do the same on the #UndergroundRailroad. In honor of her 200th birthday visit (insert location) to learn more about her daring journey and epic legacy.
- Today we're celebrating Maryland's Harriet Tubman — a pioneer in the fight for freedom, justice, and equality whose legacy lives on. In honor of her 200th birthday this year visit (insert location) to learn more about her heroic life.

## POSTS FOR TWITTER

- Maryland's Harriet Tubman is widely known as an abolitionist and conductor on the #UndergroundRailroad, but her heroic work did not stop there! In honor of her 200th birthday this year visit (insert location) to learn more about her continued fight for equality.
- Maryland's Harriet Tubman began her life in slavery, but through persistence, willpower, and courage, she blazed a trail on the #UndergroundRailroad for others. In honor of her 200th birthday this year visit (insert location) to learn more about her heroic life.
- Few historical figures have been as influential as Harriet Tubman. She freed herself from slavery and then heroically risked her life to help dozens of others do the same. In honor of her 200th birthday, this year share with us how her legacy inspires you!
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# HARRIET TUBMAN 200TH BIRTHDAY | SOCIAL MEDIA GUIDE

## TWITTER POSTS CONTINUED

- Harriet Tubman freed herself from slavery and then heroically risked her life to help others do the same. In honor of her 200th birthday, this year learn how she made the daring journey. Visit (insert location), part of the @NatlParkService's Network to Freedom.
- After her self-liberation from slavery, Harriet Tubman heroically helped dozens of others do the same on the #UndergroundRailroad. In honor of her 200th birthday, visit (insert location) to learn more about her daring journey and epic legacy.
- Today we're celebrating Maryland's Harriet Tubman —a pioneer in the fight for freedom, justice, and equality whose legacy lives on. In honor of her 200th birthday this year, visit (insert location) to learn more about her heroic life.

## ONLINE RESOURCES

- [2022: Honoring the 200th Birthday of Harriet Tubman](#)
- [Harriet Tubman Underground Railroad Scenic Byway](#)
- [Harriet Tubman Underground Railroad Visitor Center](#)
- [Tubman 200 events for 2022](#)
- [Harriet Tubman biography](#)
- [Myths & facts about Harriet Tubman](#)
- [The Ultimate Guide to Underground Railroad Sites in Maryland](#)

## VISUAL ASSETS

Click [here](#) to download photos, videos, and graphics.



## NOTABLE DATES TO POST

**March 10:** Harriet Tubman Day  
**March 12-13:** Harriet Tubman Celebration Weekend  
**March 12:** Proclamation Event  
**April 16-24:** National Park Week (NPS)  
**April 30:** National Historic Marker Day  
**May 18:** International Museum Day  
**June 01-30:** Great Outdoors Month  
**June 4-12:** Chesapeake Bay Awareness Week (Chesapeake Bay Commission)  
**June 11:** Get Outdoors Day  
**June 19:** Juneteenth  
**August 25:** National Park Service Birthday (Fee-Free Day)  
**September 01-30:** International Underground Railroad Month  
**September 17:** Harriet Tubman Emancipation Day  
**November 1:** Maryland's Emancipation Day

