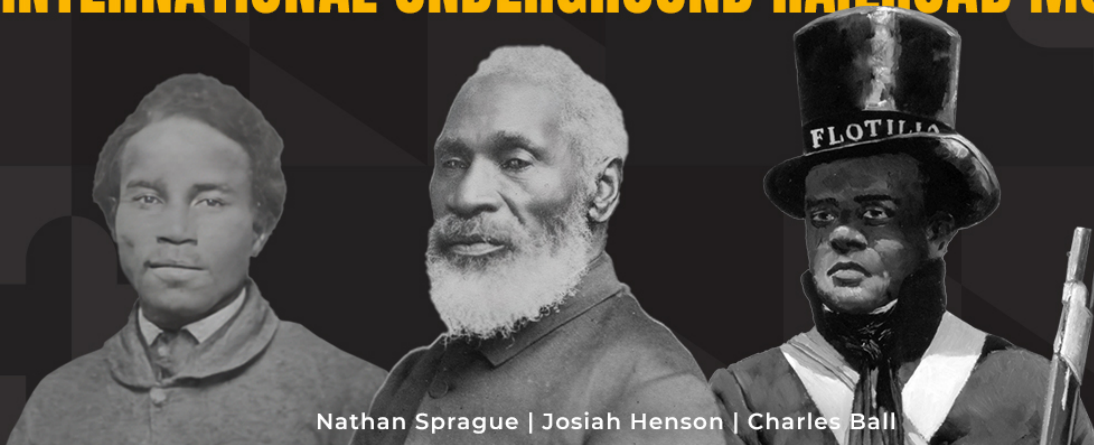


2024 INTERNATIONAL UNDERGROUND RAILROAD MONTH

SOCIAL MEDIA GUIDE

ABOUT

SEPTEMBER IS
INTERNATIONAL UNDERGROUND RAILROAD MONTH



Nathan Sprague | Josiah Henson | Charles Ball

International Underground Railroad Month celebrates the inspiring efforts of people who fought for freedom of the enslaved. It honors those who resisted enslavement and made the daring decision to escape, those who provided places of refuge for freedom seekers, those who guided others or helped them along the way, but most importantly those who courageously risked their lives to find liberation. Several iconic freedom seekers such as Harriet Tubman and Frederick Douglass broke chains of enslavement and fled in September.

During International Underground Railroad Month, the Maryland Office of Tourism and its partners highlight and share stories of Maryland's Underground Railroad. Events, tours, and visitor experiences inspire people to travel to Underground Railroad locations. Here, individuals discover the extraordinary stories of freedom seekers' journeys, illuminating the hope for freedom for all people.

In 2024 we are featuring Underground Railroad sites and stories in the Southern Region of Maryland, including St. Mary's, Calvert, and Charles counties, and the southern areas of Prince George's and Anne Arundel counties. Our theme is "Finding Freedom, Faith and Family on Maryland's Underground Railroad." The decision to flee enslavement or stay behind often depended upon family and faith connections. Family connections were often crucial in getting assistance needed to find freedom. Freedom seekers summoned the help of family or friends on their journeys. Some freedom seekers made the decision to flee in order to reunite with loved ones. Others could not bear the pain of leaving children behind and decided to stay enslaved where they could stay connected to their loved ones.

Today, descendants of these 18th and 19th-century enslaved communities honor their ancestors and seek unity and healing. They volunteer at Network to Freedom sites to tell their ancestors' stories and preserve historic resources significant in their families' pasts.

The new Finding Freedom, Faith and Family on Maryland's Underground Railroad guide will feature a collection of Underground Railroad sites in the Southern Maryland Region and a walking tour of Historic Annapolis. Web content will provide additional details on each of these sites, highlighting the individual stories of these freedom seekers and exploring the obstacles and opportunities for flight in Southern Maryland, such as fleeing to military lines during the War of 1812 and the Civil War.

For more information visit <https://www.visitmaryland.org/finding-freedom-faith-and-family>.



GOALS:

- Build upon Maryland’s initiative as the most powerful Underground Railroad storytelling destination in the world.
- Highlight and share the stories of Maryland’s Underground Railroad.
- 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.
- Feature and promote sites and stories in Maryland’s Southern Region.

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

X: @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. Discover the routes, safe houses, and unique places that aided freedom seekers on their daring journey along the Underground Railroad. Plan your visit to [insert location] today.**
- **Many prominent Underground Railroad leaders and abolitionists emerged from Maryland. While names like Harriet Tubman and Frederick Douglass are well-known, there are many more stories to uncover during International Underground Railroad Month in September. Plan your visit to [insert location] today.**
- **Escaping slavery and reaching freedom was a dangerous journey. Plan your trip to [insert location] during International Underground Railroad Month in September to explore the powerful stories of brave individuals who relied on faith and family bonds to fight for their freedom.**
- **Discover Maryland’s remarkable freedom seekers and their connections to faith and family by ordering “Finding Freedom, Faith, and Family on Maryland’s Underground Railroad.” This free guide offers detailed driving and walking tours throughout Southern Maryland, as well as a self-guided walking tour of the Annapolis Historic District.**

*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](#).



- [Finding Freedom, Faith and Family on Maryland's Underground Railroad](#)
- [International Underground Railroad Month Events](#)
- [Discover Maryland's Freedom Fighters](#)
- [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](#)