

From: **National Underground Railroad Network to Freedom Program** <nps\_ugrmtf@info.nps.gov>  
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Subject: It's Not Too Late to Register! - International Underground Railroad Month Social Media Takeover  
To: <caitlinda.dyche@gmail.com>

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## News in the Network

National Park Service  
U.S. Department of the Interior



### Dear Network to Freedom Member Sites, Programs, and Facilities,

This September, the NPS Network to Freedom visual information team is hosting a social media takeover to help celebrate International Underground Railroad Month and to highlight the amazing work that you and your teams put in to help preserve and promote stories of the Underground Railroad Network to Freedom!

We are inviting all our Member Sites, Programs, and Facilities  
*that have (or will have) an active organizational social media account*  
to participate in this event.

**If you are interested in participating, have questions, or want to learn more,  
please join us next week for one of our zoom sessions!**

**Click the links below to register:**

**June 28th, 11am EST**

**June 29th, 4pm EST**

## We hope to see you there!

**\*registration required**

Questions? Email us at [network\\_to\\_freedom@nps.gov](mailto:network_to_freedom@nps.gov)

**Intrigued but unsure? Keep reading for more information!**

### What is a social media takeover?

Traditionally, a social media takeover is when an entity outside of the primary social media account holder “takes over” the posting of the account for a set period. Sometimes companies will do this by having a specific employee, a partner organization, or an influencer takeover their organizational account. In this case, the NPS Network to Freedom Instagram and Facebook accounts will be taken over by YOU!

### Why should I participate?

We have two major goals that we hope to achieve with this event:

- Highlight the work done by people at/for Network to Freedom Member sites, programs, and facilities to uncover, preserve, and share stories of the Underground Railroad (aka: **all the amazing work you do!**)
- Encourage people to visit their local Network to Freedom sites, programs, and facilities or to attend related events, programs, and workshops hosted throughout International Underground Railroad Month and beyond

In addition to these goals, the benefits of social media takeovers can be plentiful for all involved. Potential benefits include:

- exposure to new social media users (you will get exposure to our followers, and we will get exposure to yours)
- stronger connections between the NPS Network to Freedom Program team and all participating members in the Network
- stronger Network affinity for visitors/users
- sharing of diverse voices from across the network
- amplification of International Underground Railroad Month

### How will it work?

Unlike traditional social media takeovers, we can’t hand over control of our accounts for your “takeover” period. Instead, our visual information team will work with you to create all takeover content ahead of time, then we will schedule it to post on our accounts for the duration of your takeover.

Our goal is to make this a positive, smooth, and rewarding experience for all involved - we hope you will attend one of the zoom sessions linked above and join us on our journey to #TakeovertheNetwork!

