



SOCIAL MEDIA GUIDE

SOCIAL MEDIA CAMPAIGN To Honor the 170th Anniversary of Harriet Tubman's Journey to Freedom

ABOUT

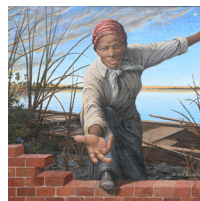
On September 17, 1849, Harriet Tubman risked everything as she fled enslavement in Maryland for freedom in the North. Once free, she became a leader on the Underground Railroad, returning to rescue others who were enslaved. She bravely risked not only her own hard-fought freedom, but also her life as she navigated and journeyed clandestinely across Maryland's landscapes, evading slave catchers and surviving the elements.

SOCIAL MEDIA GUIDE:

Listed below are sample posts and graphics 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 Harriet Tubman and Maryland's Underground Railroad. Consider what imagery, facts, or information you can add to the conversation. For instance, the Blackwater National Wildlife Refuge may want to share unique details about how Harriet Tubman was born and raised there and how she used her knowledge of this diverse landscape during her self-liberation and lead others to freedom through multiple trips.

On your posts, please use the following approved hashtags for the campaign:

#harriettubman
#UGRR
#tubmanbyway
#MDinFocus



Royalty-free imagery of Harriet Tubman is available to use in your posts.

See page 5.



Have you ever risked everything to do the right thing? Harriet Tubman did, and then she kept doing it. Tubman took her first steps on the Underground Railroad 170 years ago today, a path that led her to repeatedly return to Maryland on daring missions to help others reach freedom. What does it take to face your fears in favor of your faith, your conscience, and your values?

170 years ago today, Harriet Tubman's revolutionary journey from slavery to abolitionist leader began with a single, daring step. Tubman risked it all for her beliefs and for her people, again, and again, and again. What can we learn from Tubman's journey and life about bold leadership, decisive action, and the importance of putting it all on the line when it matters the most?

Today marks 170 years since Harriet Tubman's first journey to freedom on the Underground Railroad—her own. She returned to Maryland multiple times to guide dozens of others from slavery to freedom. What kind of characteristics does it take to repeatedly put one's self in harm's way for others and for justice?

On this day 170 years ago, Harriet Tubman freed herself from slavery in Maryland and began a new life as an abolitionist, activist, and conductor on the Underground Railroad. Her actions shaped American history and set the stage for the Civil Rights and feminist movements. **#harriettubman #UGRR**

Few historical figures have been as influential as Harriet Tubman. Today marks 170 years since she freed herself from slavery and then heroically risked her life to help dozens of others do the same. Take a moment to remember and reflect on **#harriettubman**—a pioneer in the fight for freedom, justice, and equality whose legacy lives on.

Maryland's Harriet Tubman is widely known as an abolitionist and conductor on the Underground Railroad, but she was also a Civil War nurse, Union spy and scout, and later a leader in the women's suffrage movement. Her journey began 170 years ago today when she freed herself from slavery and made the first of many trips on the Underground Railroad. **#MDinFocus #harriettubman**

"I never ran my train off the track, and I never lost a passenger." During her 8 years as a conductor on the Underground Railroad, Harriet Tubman guided more than 70 enslaved people through Maryland and over the Mason-Dixon line to freedom. But her first trip to freedom was her own. Today marks the 170th anniversary of her self-emancipation on the **#UGRR. #tubmanbyway #harriettubman**

"I never ran my train off the track, and I never lost a passenger." During her 8 years as a conductor on Maryland's Underground Railroad, Harriet Tubman helped more than 70 people liberate themselves from slavery. Honor her life on the 170th anniversary of her self-emancipation and her first of many trips on the **#UGRR**.

Harriet Tubman helped dozens free themselves from slavery on the Underground Railroad. And she didn't stop there: she also served the Union as a spy, scout, and nurse in the Civil War. Along the way, **#harriettubman** became a Maryland icon and one of the most celebrated figures of our nation. **#UGRR #tubmanbyway**

Why do you admire Harriet Tubman? On the 170th anniversary of her self-emancipation, her monumental legacy continues to stand out because she stood up—stood up for her beliefs, and even risked her freedom and her life to make them a reality.

Harriet Tubman's story began on September 17, 1849, when she freed herself from slavery in Maryland and made the daring 100+ mile trek north to freedom. What lessons can we learn from her journey from slavery to abolitionist leader, Underground Railroad conductor, and freedom fighter? **#UGRR #harriettubman**

Today, we commemorate Marylander Harriet Tubman—her heroic work, incredible life, and lasting legacy—on the 170th anniversary of her self-liberation from slavery. Her path was followed by many others, but her epic journey from slavery to Civil Rights icon remains a uniquely American tale. **#tubmanbyway #harriettubman**



» Harriet Tubman defied the odds and bucked obstacles to persevere in the face of extreme peril. 170 years ago today she took her daring first steps to freedom on a journey that would redefine what was possible in the fight for justice and equality. What drives you to follow your dreams and blaze your own trail?

» Harriet Tubman followed her moral compass, even when it meant it putting her safety, freedom, and life at risk. 170 years ago today she courageously took her first steps to freedom before guiding dozens of others through danger and uncertainty on Maryland's Underground Railroad. What does her journey say about the importance of being bold? What does it tell us about the strength and resilience of the human spirit?

» 170 years ago today, Harriet Tubman dared to follow her dreams. It began with a pivotal first step on the Underground Railroad and continued with a strident passion for freedom, justice, and equality that continues to resonate today. What can we learn from Tubman's life, legacy, and willingness to risk everything to do the right thing?

» 70 years ago today, Harriet Tubman risked everything for freedom: liberating herself from slavery and navigating a powerful journey that continues to inspire generations. Honor her life, remember her bravery, and walk in the giant steps of this Maryland icon. **#tubmanbyway #harriettubman**

» Marylander Harriet Tubman had little more than the clothes on her back on September 17, 1849, when she transcended slavery to pursue her desire for freedom, equality, and justice. Today, she's recognized as a pivotal figure in the Underground Railroad movement and a determined fighter for equality. **#MDinFocus #harriettubman**

» Every great journey begins with a first step. Harriet Tubman's began 170 years ago today when she freed herself from slavery. Commemorate her life as an Underground Railroad conductor, abolitionist, Civil War spy and nurse, suffragist, humanitarian, and American icon. **#harriettubman #UGRR**

» Abolitionist, Underground Railroad conductor, Civil War spy and nurse, suffragist, humanitarian, hero: Marylander Harriet Tubman began her life in slavery, but through persistence, willpower, and courage, she blazed a trail on the Underground Railroad that freed dozens of others and made her one of our nation's most admired heroes. **#MDinFocus #UGRR**

» Would you risk everything for freedom with Harriet Tubman on Maryland's Underground Railroad? Today marks the 170th anniversary of her self-emancipation. Follow the path she took freeing dozens from slavery on a clandestine journey north through Maryland. Learn how she did it, and see where they stopped, slept, traveled, and hid along the way.

» Could you keep up with Harriet Tubman on her 100+ mile journey north to freedom? And, would you risk it all to head back time and time again to help your friends and family liberate themselves from slavery on the Underground Railroad? **#harriettubman**



SOCIAL MEDIA

SAMPLE TWEETS:

】 A dangerous journey. A bold leader. A pivotal first step. 170 years ago today, #HarrietTubman resolved to free herself from slavery, blazing a trail on Maryland's Underground Railroad that would lead dozens of others to freedom. #UGRR #tubmanbyway

】 Relentless, clever, and brave, #HarrietTubman was one of the most skilled conductors on Maryland's #UGRR and one of the world's most iconic abolitionists. Yet, even her journey began with a first step. What other leaders changed the world through famous first steps? #MDinFocus

】 Harriet Tubman took her first steps on the Underground Railroad 170 years ago today. How did her journey from slavery to freedom inspire and shape future generations of leaders, activists, humanitarians, and pioneers? How and why does Tubman remain relevant today? #UGRR

】 On this day in 1849, #harriettubman freed herself from slavery in Maryland and began a journey that would change our nation, earning her a rightful place in our history and hearts. Today, we honor her legacy of freedom and equality that continues to inspire generations.

】 170 years ago today, #harriettubman broke free of the shackles of slavery and began a lifelong quest for freedom and equality. Take a moment today to think of her and the journey she began this very day, years ago. #tubmanbyway #MDinFocus

】 What inspires you the most about #harriettubman, a monumental figure whose influence spanned the abolitionist movement, the Civil War, and fight for women's suffrage and civil rights? Today marks 170 years since her self-emancipation. #tubmanbyway

】 They called her "Moses," but we know her as #harriettubman. 170 years ago today, she took her first trip on the #UGRR, a journey she'd repeat time and time again to help free others from slavery. Remember her courage. Honor her life. Walk in her steps. #tubmanbyway

】 Did you know Maryland is the most powerful Underground Railroad storytelling destination in the world? Learn about our rich #UGRR legacy and the woman who helped start it all: #harriettubman.



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