**KCFAA Social Media Guide for Misty Copeland 2017**

***Thank you so much for helping spread the word about the A Conversation with Misty Copeland. Your help will be invaluable in getting the word out will help inspire and motivate women impacted by your organization. Below you will find a comprehensive guide to promoting your group’s participation and promoting the event as a whole.***

**Tagging KCFAA**

Please TAG **KCFAA** in any and all posts related to *A Conversation with Misty Copeland*, and we will do our best to repost, retweet, or regram your content!
-Facebook: **@KCFAA** or **facebook.com/KCFAA**
-Twitter: **@KCFAA** or **twitter.com/KCFAA**
-Instagram: **@KCFAA** or **Instagram.com/KCFAA**

**Hashtags to Use**Here are some hashtags we use organization wide that will help build brand consistency across the event!

* #AileyKC
* #MistyCopelandinKC
* #RainyDayBooks
* #TheIndependent (our media sponsor)

**Facebook Event**
KCFAA has also created a Facebook event at this address:
<https://www.facebook.com/events/322865704801214/>

Share this event from your group’s Facebook page or your personal account to help spread the word to all of your Facebook friends and page likers!

**Email**
As someone who cares about empowering women, your help is imperative in inviting others to attend and see Misty Copeland in Kansas City.  Attached is an e-mail image and sample copy below to use in an upcoming e-mail blast.  Please be sure to include info@kcfaa.org on all e-mail communications. You can view our press release by clicking [**HERE**](https://www.kcfaa.org/misty2017/)**:**

[Your Community Group Name] has joined with Kansas City Friends of Alvin Ailey and Rainy Day Books for an upcoming Author Event featuring Misty Copeland in Conversation with Vivien Jennings about Misty’s New Hardcover ***Ballerina Body: Dancing and Eating Your Way to a Leaner, Stronger, and More Graceful You***, a *New York Times* Bestseller***.*** Enjoy this public conversation with the celebrated ballerina as Misty shares secrets from her personal journey to help us all achieve glowing health and a life of grace and strength. The event is Monday, July 31, 2017, at 7:00 p.m. at Unity Temple on The Plaza. **Admission packages are available only online at** [**www.RainyDayBooks.com/MistyCopeland**](http://www.RainyDayBooks.com/MistyCopeland)**.**

 **Visit** <https://www.facebook.com/events/322865704801214/> or <https://www.kcfaa.org/misty2017/> **for more information.**

**Sample Posts** You are welcome to use the following posts in your social media, as well as modifying them to suit your needs.

* We're going to see Misty Copeland at Unity Temple on The Plaza on Monday, July 31st at 7pm. Are you? Admission pkgs: http://www.rainydaybooks.com/MistyCopeland
* Join us for A Conversation with Misty Copeland on Monday, July 31st at 7pm! Misty shares secrets from her personal journey to help us all: <http://bit.ly/2riutf2>
* Just \_\_\_\_ more days until Misty Copeland is here in KC! Get your admission package now: http://bit.ly/2riutf2. We can’t wait to see you there!