**KCFAA Social Media Guide for Race, Place & Diversity 2017 Symposium: Our Past, One Future**

***Thank you so much for helping spread the word about the 2017 Symposium. Your help will be invaluable in getting the word out will help inspire and motivate those 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 *Race, Place & Diversity 2017 Symposium*, 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!

* #KCFAASymposium
* #KCFAATownHall
* #RPD2017

**Facebook Event**  
KCFAA has also created a Facebook event at this address:   
Symposium: https://business.facebook.com/events/816162745225089/  
Town Hall: https://business.facebook.com/events/274760999595513/

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

**Email**   
As someone who cares about issues of diversity and inclusion, your help is imperative in inviting others to attend and join the conversation 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](mailto:info@kcfaa.org) on all e-mail communications. You can view our press release by clicking [**HERE**](https://www.kcfaa.org/community-leaders-meet-discuss-issues-division-inclusion-kansas-city/)**:**

[Your Community Group Name] has joined with Kansas City Friends of Alvin Ailey for the Race, Place & Diversity 2017 Symposium: Our Past, One Future. The Symposium provides a candid discussion on race, place, and diversity, and how each influences the current condition and future of Kansas City.

The day begins with a luncheon, followed by breakout sessions and a panel wrap-up. Featured panelists will explore relevant social issues with deep, systemic roots. Panelists will also share important insights from their journey of life, struggle, and success to support an open dialog with participants to increase understanding. The event is Thursday, November 16, 2017; registration begins at 11:00 a.m. at the American Jazz Museum. **Please register online at** [**https://www.kcfaa.org/symposium/**](https://www.kcfaa.org/symposium/)**.**

**Visit**  <https://business.facebook.com/events/816162745225089/> or <https://www.kcfaa.org/symposium/> **for more information.**

The *Race, Place & Diversity 2017 Symposium: Our Past, One Future* is part of a series of events focusing on diversity and inclusion. Other events that week include our [Town Hall](https://www.kcfaa.org/2017-town-hall/) and our new [Race, Place & Diversity Award Dinner](https://www.kcfaa.org/rpd2017/) with inaugural honoree, Ms. Debbie Allen.

**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 https://www.kcfaa.org/symposium/ on 11/16. Are you? Systemic issues from our shared past must be resolved for a better future for all.
* Join us at the @KCFAA https://www.kcfaa.org/symposium/! Honest discussion must come before lasting change.
* Just \_\_\_\_ more days until the @KCFAA Symposium. We need your voice as we work toward a healthy, equitable future. <https://www.kcfaa.org/symposium/>