



PENUMBRA

MY AMERICA

SOCIAL MEDIA TOOLKIT

What is My America?

This fall Penumbra's annual civic engagement campaign invites stories about what America looks, feels, and sounds like for each of us, and about what we dream it can become.

Sponsored by MPR News, My America will reveal our mutual dreams, fears, losses, and desires through the power of personal narrative.

Submissions will be accepted online at penumbra.org/myamerica starting Monday, October 16, 2017. Entries can take on many forms of creative writing including first-person storytelling, poetry, monologues, and more. The deadline to submit is Friday, November 17, 2017. Submissions will be read and reviewed by a panel of local artists, activists, and journalists; twelve finalists will be announced in January.

Over three weekends in January and February 2018, the finalists will work closely with our artists-in-residence to workshop their narratives as they prepare to take center stage. At Let's Talk: My America on March 12, 2018, finalists will share their stories at a live event recorded by MPR News. Finalists will also receive a cash prize upon project completion.

Post, Tweet, Instagram, and tag to help spread the word about My America!

Facebook, Twitter and Instagram will be a crucial component to our My America outreach. We call upon Minnesotans from across the entire state to speak—from Frogtown to Bemidji, Del Sol to Austin—because hearing one voice share one story plants the seeds of empathy for a more inclusive tomorrow. We encourage you to share this opportunity with your networks and to consider the following when you post:

- Why are you excited for My America?
- Why should other be excited for My America?
- Why should someone submit?

Why we need your help: eight times more engagement, network overlaps

Studies show that content shared by truly passionate individuals gain eight times more engagement than the same content shared on brand channels. In order to include as many voices as possible we need you to share information about My America and our Open Call for Submissions to your networks.

Ways you can help:

If a post on one of our social media pages resonates with you, share it! Share experiences that mean something to you and tag our Facebook, Twitter or Instagram page; your community will likely be touched by these experiences as well. Tag our sponsor, MPR News (see their handles below). Share our images through social media and email; print our My America flyers and drop-off at any location. If you need assistance, email Dahlia Stone, Communications Coordinator, at dahlia.stone@penumbratheatre.org.

If you wish, please borrow language from the following description:

MY AMERICA

What is your America? What do you hope it could be? My America is an invitation for Minnesotans to share how each of us experience our nation. Stories from across the state will be performed live on stage and broadcast across the radio to inspire a more loving, inclusive America. We invite you to claim your whole self-your history, your specificity, and your identity-in service of creating a diverse and beautiful portrait of our country. Written submissions from the public will be accepted online and reviewed by a panel of playwrights, authors, journalists, and activist artists. Finalists will work closely with our artists-in-residence to workshop their narratives as they prepare to take center stage. Penumbra will share these inspiring stories at *Let's Talk: My America* in March 2018.

Open call for submissions start October 16. The deadline to submit your story is November 17, 2017. For additional info, visit penumbratheatre.org/myamerica

Sponsored by MPR News. Supported in part by a grant from the John S. and James L. Knight Foundation, as part of its Knight Arts Challenge

Sample posts:*Facebook*

- Penumbra Theatre's, My America, sponsored by MPR News, is an invitation to share how each of us experience our nation. Make your voice heard; learn how you can submit a portrait of your America by visiting penumbratheatre.org/myamerica
- Penumbra Theatre's My America is an open call to share what America looks, feels, and sounds like to you. Make your voice heard! Learn more by visiting penumbratheatre.org/myamerica
- Call for all Minnesotans! What does America mean to you? Spread the word and submit at: <http://bit.ly/2xxeGvj>. Finalists will workshop their piece with our artists-in-residence as they prepare to take center stage at Let's Talk My American in March 2018.

Twitter

- Penumbra + MPR News want YOU to submit your story of America, and what you hope it could be. Make your voice heard. <http://bit.ly/2xxeGvj>
- What is your America? What do you hope it could be? Visit <http://bit.ly/2xxeGvj> for the chance to share on stage & on air.
- Minnesotans: what is America to you? Visit <http://bit.ly/2xxeGvj> to make your voice heard. @PenumbraTheatre @MPRNews

Tag:

Penumbra Theatre:

Facebook @Penumbra Theatre

Twitter @PenumbraTheatre

Instagram @PenumbraTheatre

Minnesota Public Radio:

Facebook: @MinnesotaPublicRadio

Twitter: @MPR

Instagram: @MinnesotaPublicRadio

Hashtags:

#LetsTalkMyAmerica

#MyAmericaMN

#CallForSubmissions

#PenumbraTheatre