



2024 Outdoor Afro social media toolkit

BLACK HISTORY MONTH CAMPAIGN

EMBARGOED UNTIL THURSDAY, FEB. 1, 9 A.M. EST



THEME: YEAR OF INNOVATION

Outdoor Afro's Black History Month coverage for 2024 acknowledges the nature contributions of international botanist, scientist, and educator George Washington Carver. Known as “The Peanut Man,” Carver invented more than 300 products connected to the peanut. Coinciding with his ability to design *big* in nature, our organizational theme for this year is “**Year of Innovation.**” We’re pioneering new program collaborations and network activities across the United States that continue to strengthen relationships to local land, water, and wildlife. This year's site and social media storytelling will highlight Carver’s rural community efforts to advance land conservation, and share how we still use his science and solutions in the outdoors today.

2024 SOCIAL MEDIA ASSETS

This year's social media toolkit includes our landing page link, social handle, hashtags, and messaging on the following pages to ensure we're telling an accurate and a consistent narrative across social platforms. Please contact Outdoor Afro's Communications Director Candace Dantes at communications@outdoorafro.org if you have any questions.

CAMPAIGN LANDING PAGE

Visit our Black History Month 2024 landing page link below, which goes live Feb. 1. This link shares more about the illustrated storytelling campaign; how to donate to our community and nature work; and discover local Outdoor Afro networks near you to join:

bit.ly/BlackHistoryMonthSeries2024

SOCIAL ILLUSTRATIONS

Use the "**botanist and bulletins**" and "**crop rotation**" illustrations created and provided by Outdoor Afro digital artist Dajah Callen to accompany post messaging for Facebook, X, Instagram, and LinkedIn.

FACEBOOK MESSAGING

Use the following messaging with illustrations provided:

SOCIAL POST TEXT: Join us for Black History Month 2024. We're partnering with Outdoor Afro (@outdoorafro) in its “Year of Innovation” to educate about international botanist, scientist, and inventor George Washington Carver. Click the link to learn the many products “The Peanut Man” developed that we still use in nature today and his inspiring land conservation story:

bit.ly/BlackHistoryMonthSeries2024

CAMPAIGN HASHTAGS TO USE:

#OutdoorAfro #BlackHistory #BlackHistoryMonth

#GeorgeWashingtonCarver #agriculture #scientist #conservation

X MESSAGING

Use the following messaging with illustrations provided:

SOCIAL POST TEXT: Join us for Black History Month 2024 with partner @outdoorafro. In its “Year of Innovation,” the org celebrates ag educator and inventor George Washington Carver. His land conservation story: bit.ly/BlackHistoryMonthSeries2024

CAMPAIGN HASHTAGS TO USE:
#OutdoorAfro #BlackHistoryMonth

INSTAGRAM MESSAGING

Use the following messaging with illustrations provided:

SOCIAL POST TEXT: Join us for Black History Month 2024. We're partnering with Outdoor Afro (@outdoorafro) in its “Year of Innovation” to educate about international botanist, scientist, and inventor George Washington Carver. Click our bio link to learn the many products “The Peanut Man” developed that we still use in nature today and his inspiring land conservation story.

 @dajartchives_

LINKTR.EE URL: bit.ly/BlackHistoryMonthSeries2024

LINKTR.EE TITLE: Outdoor Afro x George Washington Carver

CAMPAIGN HASHTAGS TO USE:

#OutdoorAfro #BlackHistory #BlackHistoryMonth

#GeorgeWashingtonCarver #agriculture #scientist #conservation

LINKEDIN MESSAGING

Use the following messaging with illustrations provided:

SOCIAL POST TEXT: Join us for Black History Month 2024. We're partnering with Outdoor Afro (@outdoorafro) in its “Year of Innovation” to educate about international botanist, scientist, and inventor George Washington Carver. Click the link to learn the many products “The Peanut Man” developed that we still use in nature today and his inspiring land conservation story:

bit.ly/BlackHistoryMonthSeries2024

CAMPAIGN HASHTAGS TO USE:

#OutdoorAfro #BlackHistory #BlackHistoryMonth

#GeorgeWashingtonCarver #agriculture #scientist #conservation

WHAT NOT TO USE FOR MESSAGING

Please avoid deficit-framing language and using pain point words when sharing Outdoor Afro's Black History Month 2024 content:

We say "**enslaved**," not **slaves**. Enslaved accurately describes people who were forced to perform labor or services against their will.

George Washington Carver was born an enslaved child. Outdoor Afro's coverage takes an asset-framing approach to remind readers of his agricultural impact to help save our planet.

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THANK YOU FOR SUPPORTING THIS STORYTELLING SERIES

