



SOCIAL MEDIA TOOLKIT



HONRANDO NUESTRA HISTORIA
CELEBRATING LATINE HERITAGE
THROUGH ARCHAEOLOGY



FLORIDA PUBLIC
ARCHAEOLOGY
NETWORK

A PROGRAM OF THE UNIVERSITY of WEST FLORIDA
FPAN.us



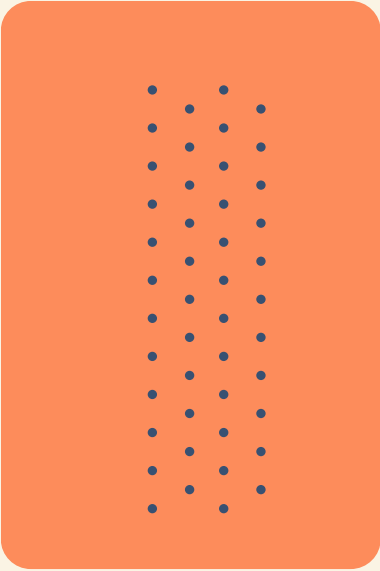
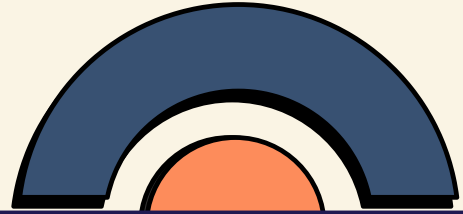


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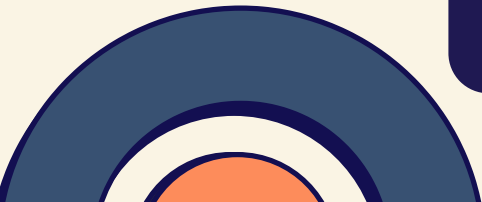
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INTRODUCTION



Welcome to the media toolkit for the "Honrando Nuestra Historia" (Honoring Our History) series! This toolkit is designed to provide you with essential resources and materials to effectively promote and cover this month-long celebration.

Join us from September 15 to October 15 as we highlight the rich archaeological heritage and cultural contributions of the Latine community in South Florida.





EVENT OVERVIEW

The "Honrando Nuestra Historia" series is a special month-long celebration that aims to honor and showcase the vital role of archaeology in preserving the diverse narratives of the longstanding Latin American communities in South Florida. Through engaging events and activities, we seek to enrich our understanding of Florida's history by celebrating the cultural heritage of the Latine community. Please use the following tools to help guide your social media activity for Honrando Nuestra Historia event, but please personalize and share your own stories, photos and experiences as much as possible.



MEDIA MATERIALS



ENGAGEMENT STRATEGIES

Social media posts & stories



MEDIA MATERIALS

Key messages, social media promotions, ideas for Instagram and Facebook posts and post-event recap post



TAG & HASHTAGS

List of hashtags to use



ENGAGEMENT STRATEGIES

OVERALL STRATEGY

Our social media engagement strategy aims to foster inclusivity and diversity by actively researching, highlighting, and celebrating the rich contributions and histories of Latine communities and individuals in South Florida. We believe in promoting a more comprehensive and accurate representation of the region's cultural and archaeological heritage by featuring stories, events, and initiatives that resonate with the Latine community. Through meaningful content and respectful engagement, we aspire to create an inclusive space that honors the diverse narratives of South Florida, amplifies Latine voices, and fosters a deeper understanding and appreciation of their invaluable role in shaping the region's history and heritage.



KEY MESSAGES

- Celebrating Our Heritage: Join us in celebrating the rich archaeological heritage and cultural contributions of the Latine community in South Florida.
- Unveiling Diverse Narratives: Through archaeology, we uncover the varied stories of the longstanding Latin American and Caribbean communities, enhancing our knowledge of Florida's history.

Don't forget to research, include or highlight contributions and histories of Latine communities or people in SWFL or SEFL.



CONTENTS PLAN

- Event Poster/Flyer: Eye-catching visuals that highlight the theme and details of the series.
- Event Schedule: A comprehensive schedule of events, activities, and presentations throughout the month.
- Speaker Bios: Brief biographies of key speakers and special guests.
- High-Resolution Images: Captivating photos showcasing the vibrancy of the events and participants.
- Social Media Graphics: Engaging graphics with event details for sharing on various platforms.

SOCIAL MEDIA PROMOTION

- Utilize the hashtag #HonrandoNuestraHistoria in all social media posts and remember to tag Fpan_southwest and/or FPANsoutheast and other relevant partners.
- Translate social media posts to Spanish. Use DeepL.com for best translation and free services online. Remember, language is a great tool for inclusion.
- Utilize stickers such as polls, questions, countdowns, etc. to generate more engagement and views. Also share:



PHOTOS



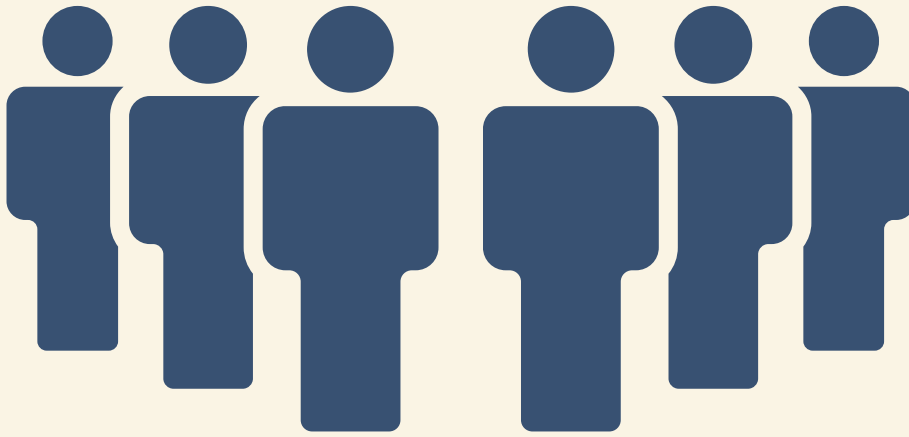
VIDEOS



HIGHLIGHTS



POST-EVENT RECAP



- Share post-event recaps on social media and websites to express gratitude to participants and attendees for their support.
- Share photos and videos from the events to showcase the success and impact of your event. If you'd like, you can add your organization's contact information to receive further feedback or comments from attendees.





HASHTAGS YOU CAN USE

Feel free to use these hashtags on social media posts related to the "Honrando Nuestra Historia" events to reach a wider audience and create engagement around the celebration of cultural heritage and history.

LIST

- #HonrandoNuestraHistoria
- #HonoringOurHistory
- #SWFLarchaeology
- #FloridaArchaeology
- #Herenciasculturales
- #FPAN
- #FloridaHistory
- #FPANsouthwest
- #FPANsoutheast
- #LatineHeritage
- #CelebrateLatine
- #CommunityEvents
- #LatinxHistory
- #NationalHispanicHeritageMonth
- #PublicArchaeology
- #LatineHistory
- #LatineHeritageMonth
- #CulturalAwareness
- #DiverseNarratives

Don't forget to include hashtags using your organization's or venue's name.



PARTNERS

