



**DEAR AMERICAN ORCHESTRAS CAMPAIGN**  
**DAY OF SOLIDARITY - MAY 9, 2022**  
**SOCIAL MEDIA TOOL KIT**


Thank you to individuals, organizations, community partners and institutions for standing in solidarity with #DearAmericanOrchestras, an important call to action in the pursuit of an inclusive and equitable environment in the orchestral field.

**ON MONDAY, MAY 9, 2022**, preferably anytime before 12pm ET: Please post the [OFFICIAL SOLIDARITY GRAPHICS](#) to your Instagram or Facebook Timeline (stories in addition to, but not preferred!), Twitter and/or Linked IN. You may use the copy supplied below to accompany your post or use your own. Please be sure to include #DearAmericanOrchestras.

For questions related to social media support please contact [blackorchestralnetwork@gmail.com](mailto:blackorchestralnetwork@gmail.com).


| SOCIAL MEDIA TOOLS AND ASSETS |  |
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| <b>Handles</b>                | Facebook + Instagram + LinkedIN: <a href="#">@BlackOrchestralNetwork</a><br>Twitter*: <a href="#">@BlackOrchestral</a> (not @BlackOrchestralNetwork) |
| <b>Hashtag</b>                | #DearAmericanOrchestras  |
| <b>Graphics</b>               | <a href="#">Black Orchestral Network Day of Solidarity Graphics</a>  |
| <b>Website</b>                | <a href="http://www.blackorchestralnetwork.org">www.blackorchestralnetwork.org</a>   |
| <b>Sign the Letter</b>        | <a href="#">Change.org Petition</a>  |

| SAMPLE POSTS FOR INDIVIDUALS, ORGANIZATIONS, PARTNERS, ALLIES |   |
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| <b>SHORTEST POST</b>  | #DearAmericanOrchestras: WE STAND IN SOLIDARITY with the @BlackOrchestralNetwork. 🗣️ Lift your voice today! SIGN THE CALL TO ACTION: <a href="http://www.blackorchestralnetwork.org">www.blackorchestralnetwork.org</a>   |
| <b>TWITTER (or short post for FB, IG, or LI)</b>              | #DearAmericanOrchestras: WE STAND IN SOLIDARITY with the @BlackOrchestralNetwork + Black musicians from more than 40 orchestras to call for decisive action against racial injustice in the industry. 🗣️ Lift your voice today! RE-POST, then SIGN HERE: <a href="http://www.blackorchestralnetwork.org">www.blackorchestralnetwork.org</a> |
| <b>FACEBOOK, INSTAGRAM, LINKED IN (Extended post)</b>         | #DearAmericanOrchestras: WE STAND IN SOLIDARITY with the @BlackOrchestralNetwork and proudly join a community of Black musicians from more than 40 orchestras to call for equitable change and decisive action against racial injustice in the industry.  |

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|  | <p>We are deeply concerned because the American orchestral community is not well.</p> <p>Black musicians have too often experienced significant barriers to inclusion, inequities in treatment and process, and indignities and devaluing of their musicianship and talents.</p> <p>The systems, structures, policies, and culture within the orchestral community, and the stunning indifference of its leaders, have perpetuated and exacerbated experiences of exclusion.</p> <p> We call on EVERYONE TO LIFT YOUR VOICE! SIGN THE PETITION, then RE-POST THIS GRAPHIC TO YOUR TIMELINE IN SOLIDARITY. <a href="http://www.blackorchestralnetwork.org">www.blackorchestralnetwork.org</a></p> |
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**SAMPLE POSTS for AMERICAN ORCHESTRAS, FUNDERS OR UNIONS**

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| <p><b>TWITTER (or short post for FB, IG, or LI)</b></p> | <p>The _____ (Symphony, Orchestra, Funder or Union) stands in solidarity with the @BlackOrchestral Network and its #DearAmericanOrchestras call to action. WE COMMIT to embracing a resonant, rooted, open, equitable musical community where Black musicians thrive. Read more: [Link to official statement from the Orchestra/Funder/Union]</p> |
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| <p><b>FACEBOOK, INSTAGRAM, LINKED IN</b></p> | <p>The _____ (Symphony, Orchestra, Funder or Union) stands in solidarity with the @BlackOrchestralNetwork and its #DearAmericanOrchestras call to action.</p> <p>We acknowledge that Black musicians within this community have too often experienced significant barriers to inclusion, inequities in treatment and process, and indignities and devaluing of their musicianship and talents.</p> <p>We commit to an aesthetic and artistic vision that celebrates Black culture and creates an environment where Black musicians can share their talents in safe, affirming, and welcoming spaces. We commit to embracing a resonant, rooted, open, equitable musical community where Black musicians thrive. We commit to being held accountable. Read our full statement here: [Link to official statement from the Orchestra/Funder/Union]</p> <p> LIFT YOUR VOICE: We invite our supporters and audiences to LIFT YOUR VOICE: SIGN THE PETITION, THEN RE-POST THIS GRAPHIC TO YOUR TIMELINE TODAY. <a href="http://www.blackorchestralnetwork.org">www.blackorchestralnetwork.org</a></p> |
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