Social Media Toolkit - Welcome!

Thank you for supporting the "Black Performance as Social Protest" course.

In this toolkit, you will find messaging from the "Black Performance as Social Protest" course landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.



Social Media Toolkit - About

Course Description

Black performance and social activism have been a model for protest globally. It has enriched and activated cries for justice in multiple contexts.

This course will help you expand your understanding of Black performance as social protest and its active effects on performance and protest today. You'll read, watch, and listen to performances that illustrate various forms of artistic protest from the African Diaspora. You'll learn about chants of the enslaved and dances of heritage, before moving on to look at early 20th century migrations and United States protests.

You'll also identify ways in which patterns of resistance from the past contribute to ongoing social justice movements, such as Black Lives Matter. After investigating the history of Black performance as social protest, you'll produce a reflective manifesto for achieving racial equity through performance.

Course Image



Click on the image to download.



Social Media Toolkit - Media Assets

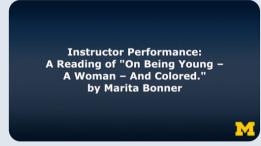
Social Image



Click on the image to download.

Video Files

Instructor Performance: Gonzalez, PhD



YouTube Link: https://youtu.be/j5OSBrgAP0g

Black Performance as Social Protest



YouTube Link: https://youtu.be/o6mcXUogvpo

Instructor Performance: Protest Songs



YouTube Link: https://youtu.be/CmaZJzmaLcs:

Click on the thumbnails to download the image or video.



Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/zx3DV

Recommended Hashtags:

#civilrights

#socialprotest

#performingarts

Take a journey through US history and discover how African American protest is expressed through music, dance, and theatre in the "Black Performance as Social Protest" course.

Get started at https://myumi.ch/zx3DV.

Recommended Content: Social Image

The performing arts are powerful platforms to raise one's voice.

Explore African American social protest through music and theatre in the "Black Performance as Social Protest" course featuring University of Michigan and Georgetown faculty, Anita Gonzalez, PhD; Louise Toppin, DMA; and Scott Piper.

Get started at https://myumi.ch/zx3DV.

Recommended Content: Instructor Performance: Protest Songs

Join experts from the University of Michigan School of Music, Theatre, and Dance as they dive into different works, eras, and personal reflections about African American artistic works and their impacts on culture and society in "Black Performance as Social Protest" course."

Get started at https://myumi.ch/zx3DV.

Recommended Content: Welcome to Black Performance as Social Protest

Anita Gonzalez, PhD, from the University of Michigan School of Music, Theatre, and Dance, performs a reading of "On Being Young - A Woman - And Colored" by Marita Bonner. This preview is from the "Black Performance as Social Protest" course.

Learn more at https://myumi.ch/zx3DV.

Recommended Content: Instructor Performance: Anita Gonzalez, PhD

Copy the text to use for social post promotion.

