

# 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](mailto: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

**Instructor Performance:**  
A Reading of "On Being Young –  
A Woman – And Colored."  
by Marita Bonner



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

### Instructor Performance: Protest Songs

**Instructor Performance:**  
Improv Civil Rights and African  
Protest Songs



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

### Black Performance as Social Protest

**Welcome to Black Performance  
as Social Protest**



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

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**

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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.**

