



## Social Media Guide

### *It Takes Soul...*

It takes soul to find a rhythm that's all your own, to give more than you take, and to change the world around you. It takes soul to be a Memphian.

Soul has transformed ideas into empires. Soul defined a new generation of sound. Soul is going to give the world cures. Each of us gives a piece of ourselves to this city in whatever way we can, and that's what makes up our collective soul.

Memphis has changed the world... and we're not done yet. We are a city of doers, dreamers and believers. We create, we invent, we experiment. That's what drives this unstoppable city.

We live where originality and soul uniquely come together to create change. Here along the mighty Mississippi, people and ideas mix to do something magical and redefine the world around us. Now a new generation is taking its turn, hungry to make an impact and create change yet again.

Welcome to Memphis, our city of soul. Don't forget to bring yours.

### *Join the Movement!*

[WeAreMemphis](#) is a rallying point for the entire Memphis community – a movement to celebrate the soul of Memphis. We want to share the latest news, events, initiatives, programs, and most importantly, the people of Memphis who make this city special. Show us your originality. Show us how you are creating positive change. Show us your soul.

We invite you to join us! We're on Facebook [@We Are Memphis](#), Twitter [@WeAreMemphisTN](#), and Instagram [@WeAreMemphisTN](#).

1. We welcome you to like, share and comment any content from any of our social media profiles. And when you do tag us [@WeAreMemphis](#) or [@WeAreMemphisTN](#), tell the world why Memphis is the epicenter of soul.
2. Engage with our partners and other Memphis entities online. Like their posts, repost their content (and tag them), and write an interesting comment.



## ***#BringYourSoul***

## *Example Language for Posts*

We encourage you to share your ideas and your authentic voice as part of #BringYourSoul and WeAreMemphis. Need help? Here are some example posts to get you started!



1. Get ready to #BringYourSoul. @WeAreMemphis is a collection of organizations and individuals coming together to tell the story of Memphis, who we are and how we're bringing about change. Check out the website and share your story! >><http://bit.ly/2EjKYOM>
2. Memphis has changed the world and we're not done yet! @WeAreMemphis is a collection of organizations and individuals coming together to share the story of Memphis and all we have to offer. Get involved by sharing your story. Let's tell the world how you #BringYourSoul. >> <http://bit.ly/2Fh0M5H>



1. Get ready to #BringYourSoul. @wearememphistn is a collection of organizations and individuals coming together to tell the story of Memphis, who we are and how we're bringing about change. Click the #linkinbio to learn more and share your story!  
  
#WeAreMemphis #Memphis #MemphisLife #MemphisMade #MemphisTN #MemphisTennessee
2. Memphis has changed the world and we're not done yet! @wearememphistn is a collection of organizations and individuals coming together to share the story of Memphis and all we have to offer. Click the link in my bio to get involved by sharing your story. Let's tell the world how you #BringYourSoul.  
  
#WeAreMemphis #Memphis #MemphisLife #MemphisMade #MemphisTN #MemphisTennessee



1. Memphis has changed the world and we're not done yet! Together, #wearememphis. Show us how you #BringYourSoul >> <http://bit.ly/2Fh0M5H>
2. We are a city of doers, dreamers and believers. Show the world how you #BringYourSoul >>> <http://bit.ly/2Fh0M5H> @wearememphistn
3. It takes soul to be a Memphian. Join the movement and share how you #bringyoursoul >>> <http://bit.ly/2EjKYOM> @wearememphistn
4. Welcome to #Memphis - an unstoppable city built on soul. Share how you #BringYour Soul >>> <http://bit.ly/2EjKYOM>



## *Become A Memphis Ambassador*

The Memphis Ambassador program is a collection of passionate individuals from diverse backgrounds who are sharing their voices, stories and experiences as a Memphian. As an ambassador you can join our community, have your stories featured on [WeAreMemphis.com](https://www.WeAreMemphis.com) and our social channels, and receive access to insider events happening in Memphis. You can join on [WeAreMemphis.com](https://www.WeAreMemphis.com).

## *Share Your Own “WeAreMemphis” Story.*

Every one of us brings something special to this city. We want you to feel empowered to share your unique story. How have you changed the city and how has this great city affected change in your life? Submit your story online at [WeAreMemphis.com](https://www.WeAreMemphis.com) for a chance to be featured on our website.

## *Share Your Events and Special Information.*

We would love to incorporate your events, ideas and posts into our social media calendar. So, please share in advance any special events or any related content for WeAreMemphis and #BringYoursoul to [soul@wearememphis.com](mailto:soul@wearememphis.com)

## *Embed our WeAreMemphis Feed.*

Interested in sharing our WeAreMemphis.com feed on your site? Use the code below to show the latest gallery from our auto-updating feed on your page.

```
<div class='embedsocial-instagram' data-ref="feb74dccc92b89c854c00b7fe148a18c3d9e01cb"></div><script>(function(d, s, id){var js; if (d.getElementById(id)) {return;} js = d.createElement(s); js.id = id; js.src = "https://embedsocial.com/embedscript/in.js"; d.getElementsByTagName("head")[0].appendChild(js);} (document, "script", "EmbedSocialInstagramScript"));</script>
```

- Copy the above code snippet to your clipboard.
- Log into your website editor.
- Edit the page on which you would like the news feed to appear.
- In your content editor, switch to HTML or Plain Text editing mode. If you can't find this right away look for a button with the words 'Custom HTML', 'Source', 'Code' or 'Text'.
- Paste the code snippet into your editor and save the page.
- Enjoy the newest content from WeAreMemphis on your site!



## ***Using #BringYourSoul***

#BringYourSoul is a national movement inviting changemakers to engage their personal power to transform the world around them. The epicenter of this movement is in Memphis. We believe Memphis is where originality and soul converge to create change, because the power of Memphis is its people.

Use #BringYourSoul to show the way you change the world in your everyday life, from volunteering to exploring new places. On Instagram we encourage you to share images of how you engage with the world and Tweet about how you're making a difference. When you use this hashtag on Instagram, we gather the latest posts and display it on the homepage of [WeAreMemphis.com](http://WeAreMemphis.com).

## ***Together, We Are Memphis!***

We are the game-changers, record-breakers and world-shakers not just back then or when -- but now. That's change. And that's our story – a story that needs to be told here at home and around the world. Because Memphis has not only changed Memphis throughout its history – Memphis has changed the world.

Some of us might say – we are just getting started.

- Team WeAreMemphis