



Communications Guide

Language for social sharing, content, and otherwise:

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.

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. That's what drives this unstoppable city.

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

#BringYourSoul

Ways to Participate and Collaborate

Our communications strategy is simple: elevate the stories of Memphis to the national level, showcase our talented people, and create communication consistency among our partners. We're also here to support your organization's communication efforts where we can, and we're especially here to collaborate with our partners. Here are few ways you can get involved.

Got a story idea or know someone we should profile?

We're always look for interesting stories and people around Memphis to pitch to national media. If you have a story idea or know of an interesting event or person we should be paying attention, let us know by emailing soul@wearememphis.com.

Interested in writing an op-ed?

We want to showcase thought leadership around Memphis, especially through op-eds. If you're a leader of an organization, entrepreneur, activist, or simply a mover and shaker affecting change in Memphis, we'd love to engage you in writing an op-ed. Contact us at soul@wearememphis.com.

Use Our Resources

As a WeAreMemphis partner, you have access to all our internal communications documents, including topline messaging about Memphis, helpful data points, civic narratives, pre-drafted speeches, and more. You are welcomed and encouraged to adopt brand language in a way that's appropriate for you and your organization, and our communications assets are here for your use.

Should you require further communications assets or assistance please contact: Hannah Evon (hevon@memphisbrand.org).