

## Exhibition: 30 Americans

Social Media Toolkit – Announcement Toolkit V1.0

Check for updates @ [bit.ly/tamkit](https://bit.ly/tamkit)

### How to use this toolkit

- Page two contains content suggestions for use on your social media channels
- You are encouraged to use language that represents your voice
- When modifying suggested copy, please retain hashtags or applicable info such as date, time, price, etc...
- Follow us on social media (links below) for updated additional content shares

### Exhibition Description

The critically acclaimed exhibition *30 Americans* makes its West Coast debut at Tacoma Art Museum. *30 Americans* showcases an influential group of prominent African American artists who have emerged as leading contributors to the contemporary art scene in the U.S and beyond. The exhibition covers important topics in contemporary America including race, history, and gender. This exhibition will feature more than 50 works of paintings, sculptures, installations, photographs and videos from artists including, Jean-Michel Basquiat, Nick Cave, Robert Colescott, Glenn Ligon, Kerry James Marshall, Wangechi Mutu, Lorna Simpson, Mickalene Thomas, Kara Walker, Carrie Mae Weems, and Kehinde Wiley.

---

### Connections and Tagging

Please connect with TAM and tag us so that we can find, like, and share your posts.

Potential tags are **highlighted** within the suggested copy.

- **Facebook:** @Tacoma Art Museum
- **Instagram** and **Twitter:** @TacomaArtMuseum
- **Hashtag:** #30AmericansTAM

---

### Content Key

**[Content Type]** Source – *Content Title or description*

Suggested Copy. [Link to content](#) #30AmericansTAM

---

**Note:** Do not modify links! Image and video content auto-generates when posting the links on the next page. You are encouraged to update the copy to represent your voice or brand.

## Content Suggestions

### **[Exhibition Info]** TAM Website – 30 Americans Exhibition Page

Featuring an influential group of prominent African American artists, critically acclaimed exhibition “30 Americans” opens September 24 at [Tacoma Art Museum](#). #30AmericansTAM <http://bit.ly/30amtam>

---

### **[Opening Party Info]** TAM Event Page – Members Opening Party for 30 Americans

Sept 24, 7–10 pm: Celebrate the West Coast debut of “30 Americans” at [Tacoma Art Museum](#). A spectacular exhibition featuring 30 prominent artists who have emerged as leading contributors to the contemporary art world. #30AmericansTAM <http://bit.ly/30open>

---

### **[Exhibition Overview]** Suburban Times – 30 Americans: West Coast Debut at TAM in September

“30 Americans” is making its West Coast debut at [Tacoma Art Museum](#) this September! This will be an unforgettable exhibition. #30AmericansTAM <http://bit.ly/exhibition30>

---

### **[Video Review]** YouTube – 30 Americans Book Review / Future Black History: Artists

Check out this great book review of the exhibition catalog for the exhibition “30 Americans.” Featuring Artists such as Kehinde Wiley, the exhibition 30 Americans, opens at [Tacoma Art Museum](#) on September 24. #30AmericansTAM <http://bit.ly/30review>

---

### **[Review]** City Beat – To Be American, Gifted and Black

“...perhaps large group shows featuring artists who’ve been left out of the annals of art history go beyond just aspiring to be a part of the system. If you already know that the system is broken, why buy into it?” Excited to see the exhibition “30 Americans” is coming to [Tacoma Art Museum](#) in September. #30AmericansTAM <http://bit.ly/review30>

---

### **[Featured Artist]** Hyperalergic – How Kerry James Marshall Rewrites Art History

Artist Kerry James Marshall will be on view as part of the exhibition “30 Americans” opening September 24, 2016 @ [Tacoma Art Museum](#). #30AmericansTAM <http://bit.ly/kjmarshall>

---

### **[Featured Artist ]** Hyperalergic – Basquiat’s Former Home and Studio Gets a Permanent Plaque

“Basquiat’s paintings and other work challenged established notions of high and low art, race and class, while forging a visionary language that defied characterization.” Work by Jean-Michel Basquiat will be included in the exhibition “30 Americans,” opening at [Tacoma Art Museum](#) Septemeber 24, 2016. #30AmericansTAM <http://bit.ly/tambasquiat>

---

### Questions?

Contact Myles Lasco, Content Marketing Manager at [mlasco@tacomaartmuseum.org](mailto:mlasco@tacomaartmuseum.org)