

Exhibition: *Promoting the West: Abby Williams Hill and the Railroads*

Social Media Toolkit – Announcement Toolkit V1.0

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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...
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Exhibition Description

June 3 – October 15, 2017

From 1903 to 1906, Tacoma artist Abby Williams Hill (1861-1943) painted the Pacific Northwest landscape and Yellowstone National Park for the Great Northern and Northern Pacific railroads. She was one of only a few women artists hired for railroad commissions. Her images were used for promotional campaigns encouraging railroad travel to the West for tourism or settlement. Through a selection of paintings, sketches, and archival materials, come explore her fascinating and adventurous journeys and learn how her romanticized views of wilderness helped the railroads to shape public opinions about western expansion. This exhibition was organized in collaboration with University of Puget Sound, who holds the artworks and archives from Abby Williams Hill's estate.

Connections and Tagging

Please connect with TAM @[TacomaArtMuseum](https://www.facebook.com/TacomaArtMuseum) and tag us so that we can find, like, and share your posts. Potential tags are **highlighted** within the suggested copy.

[Facebook](https://www.facebook.com/TacomaArtMuseum) [Twitter](https://twitter.com/TacomaArtMuseum) [Instagram](https://www.instagram.com/TacomaArtMuseum) [Snapchat](https://www.snapchat.com/add/TacomaArtMuseum)

Hashtags: #TacomaArtMuseum #TAMabbyhill

Content Key

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

Suggested Copy. [Link to content](#) #TAMabbyhill

Note: Please 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 – Exhibition Page for *Promoting the West*

Featuring Tacoma painter and intrepid adventurer Abby Williams Hill, “Promoting the West: Abby Williams Hill and the Railroads” opens June 3 at [Tacoma Art Museum](#). Learn more about this upcoming exhibition at bit.ly/TAMabbyhill. #TAMabbyhill

[More to Explore] TAM Website – Related Events/Resources for *Promoting the West*

Did you know Abby Williams Hill was one of the few woman artists hired by the Great Northern and Northern Pacific railroads? Her images were used for promotional campaigns encouraging railroad travel to the West for tourism or settlement. She asked to be paid in train tickets so that she could travel and pursue the social causes she was passionate about! Learn more about this talented artist and adventurer at bit.ly/TAMabbyhillmore and come see “Promoting the West: Abby Williams Hill and the Railroads” at [Tacoma Art Museum](#), June 3 through October 15. #TAMabbyhill

[Article] Women Out West – *Abby Williams Hill: Tacoma Painter and a Woman before her Time*

Read more about artist and adventurer Abby Williams Hill on Women Out West and come see “Promoting the West: Abby Williams Hill and the Railroads” at [Tacoma Art Museum](#) starting June 3. bit.ly/WOWAbbyHill #TAMabbyhill

[More to Explore] Collins Memorial Library – Abby Williams Hill Collection

Abby Williams Hill’s personal papers, including correspondence, diaries, news clippings, ephemera, family photographs, and artifacts, reside in the Archives & Special Collections in the Collins Memorial Library (University of Puget Sound). Learn more about the Abby Williams Hill Collection at bit.ly/UPSabbyhill. #TAMabbyhill

Questions?

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