

Exhibition: *Familiar Faces & New Voices: Surveying Northwest Art*

Social Media Toolkit – Exhibition Toolkit V2.0

Check for updates @ 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

May 13, 2017 – Summer 2019

See a selection of exemplary works from TAM's collections that tell the varied and layered history of Northwest art. This exhibition offers a chronological walk through Northwest art history, illustrated with the works of well-known artists from each time period as well as lesser-known figures. Some sections in the exhibition will change regularly to offer in-depth looks at original voices and fresh stories. Visitors can encounter different works and ideas each time they visit during this long-running visual exploration of the richness and variety of Northwest art.

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](#) [Twitter](#) [Instagram](#) [Snapchat](#)

Hashtags: #TacomaArtMuseum #TAMnwART

Content Key

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

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

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 *Familiar Faces & New Voices*

Featuring exemplary works from our collection, “Familiar Faces & New Voices: Surveying Northwest Art” is now on view at [Tacoma Art Museum](#). Come experience and celebrate the rich artistic heritage of our region! Learn more at bit.ly/TAMnwART. #TAMnwART

[More to Explore] TAM Website – Related Events/Resources for *Familiar Faces & New Voices*

Want to learn more about the Northwest art in TAM’s collections? Visit bit.ly/TAMnwARTmore to see related events, past exhibitions, and additional resources for “Familiar Faces & New Voices,” now on view at [Tacoma Art Museum](#). #TAMnwART

[Featured Artists] TAM Website –Featured Artists in *Familiar Faces & New Voices*

Visit bit.ly/TAMnwARTartists to learn more about the 60+ Northwest artists featured in “Familiar Faces & New Voices,” now on view at [Tacoma Art Museum](#). #TAMnwART

[Article on Featured Artist] KUOW – *Jacob Lawrence's art touched the world. His teaching changed Seattle*

“Brooklyn Stoop” by Seattle artist [Jacob Lawrence](#) is on view at [Tacoma Art Museum](#) as part of the exhibition “Familiar Faces & New Voices: Surveying Northwest Art”. Hear more about Jacob Lawrence and his legacy at bit.ly/KUOWjacoblawrence. #TAMnwART

Questions?

Contact Christie Chang, Online Content Marketing and Analytics Coordinator at CChang@TacomaArtMuseum.org