

Smithsonian Folklife Festival: Beyond the Mall

June 24–July 5, 2020

Social Media Toolkit

Background: This summer, the Smithsonian Folklife Festival, which usually takes place on the National Mall, will host a series of events online. The Festival’s “Beyond the Mall” programming will present timely and engaging virtual events in the form of discussions, food demonstrations, and performances.

This programming has been collaboratively created with partners from the United Arab Emirates; the Brazilian states of Bahia, Maranhão, and Pernambuco; the U.S. Department of Energy Solar Decathlon; and Smithsonian Conservation Commons. “Beyond the Mall” will also add to the important, ongoing national conversation about racism and intersectional discrimination. True to its purpose, the Festival will host artisans, artists, educators, and others to discuss the role culture can play in fostering empathy, deepen understanding, and create a just, equitable world.

Please help us spread the word about these upcoming events by posting on your social media channels. You’ll find all the information you need and images below, or you can just copy and paste the sample posts on the next page.

What: Smithsonian Folklife Festival: Beyond the Mall virtual events

When: June 24–July 5, 2020. Most, but not all, events are at noon ET.

Where: Broadcasting live on the Smithsonian Folklife Festival [homepage](#), [Facebook page](#), and [YouTube page](#)

Handy Links

- [Schedule](#)
- [Facebook event page](#)
- [Folklife Festival Facebook page](#)
- [Folklife Festival YouTube page](#)

Images to Use

Feel free to use the digital flyers and images available [here on Dropbox](#).

Hashtags

Main: #BeyondTheMall

Our Handles — please tag us

Facebook: [Smithsonian Folklife](#)

Twitter: [SmithsonianFolk](#)

Instagram: [smithsonianfolklife](#)

Program Schedule

All times listed are in Eastern Daylight Time. UAE is +8 hours. Brazil is +1 hour.

Earth Optimism & Solar Decathlon Programs

Date	Festival Website Event	FB Event for FB sharing
Wed., June 24 @ noon	Earth Optimism: Conservation & Communities from the Kachemak Bay to the Chesapeake Bay	Earth Optimism: From the Kachemak Bay to the Chesapeake Bay
Fri., June 26 @ noon	Traditional Knowledge & Innovative Design at the Solar Decathlon	Traditional Knowledge & Innovative Design at the Solar Decathlon
Thu., July 2 @ noon	Corn, Beans, and Squash: What the Three Sisters Tell Us	Corn, Beans, and Squash: What the Three Sisters Tell Us
Sun., July 5 @ noon	Coffee Break: Community, Conservation, Culture	Coffee Break: Community, Conservation, Culture

Brazil Programs

Date	Festival Website Event	FB Event for FB sharing
Wed., June 24 @ 6:30 p.m.	Lenine in Conversation and Song	Lenine in Conversation and Song
Thu., June 25 @ noon	Arts & Community Engagement from Bahia to D.C.	Arts & Community Engagement from Bahia to D.C.

Sun., June 28 @ 2 p.m.	Flavia Bittencourt & Marine de Castro In Conversation and Song: Sources/Fontes	Flavia Bittencourt & Marine de Castro In Conversation and Song
Wed., July 1 @ 5 p.m.	Cooking Up Canjica and Amalá for Brazilian Festa Junina	Cooking Up Canjica and Amalá for Brazilian Festa Junina

UAE Programs

Date	Festival Website	FB Event for FB sharing
Sat., June 27 @ 10 a.m.	In Conversation & Song with NOON: Future Soundscapes from the UAE	In Conversation & Song with NOON: Future Soundscapes from UAE
Fri., July 3 @ noon	Barbecue Across Cultures: UAE's Mattar Farm and the DMV's Bark BBQ	Barbecue Across Cultures: UAE's Mattar Farm & the DMV's Bark BBQ
Sun., July 5 @ noon	Coffee Break: Community, Conservation, Culture	Coffee Break: Community, Conservation, Culture

Other Programs

Date	Festival Website	FB Event for FB sharing
Mon., June 29 @ noon	Reconstructing Hope: Black Religions in the Age of Black Lives Matter	Black Religions on the Age of Black Lives Matter
Fri., July 3 @ 7:30 p.m.	HouseWork: Latina DJs Holdin' It Down	HouseWork: Latina DJs Holdin' It Down
Sun., July 5 @ 2 p.m.	Sisterfire SongTalk: Barbara Dane, Martha Gonzalez, and Leyla McCalla	Sisterfire SongTalk

Sample Posts

Did you know the Smithsonian Folklife Festival has been on the National Mall in Washington, D.C., for over 50 years? This year, the Festival moves online with daily conversations, performances, and food demonstrations between June 24 and July 5. See festival.si.edu for a full schedule.

The Smithsonian Folklife Festival may not be on the National Mall this summer, but its spirit is in the air. Join daily discussions about culture, environmental sustainability, and social justice June 24–July 5.

See the schedule: festival.si.edu #BeyondTheMall

Since 1967, the Smithsonian Folklife Festival has been a platform for sharing culture and celebrating community. This summer the tradition continues online, #BeyondTheMall June 24–July 5.

Learn more: festival.si.edu