

**THEODORE ROOSEVELT
PRESIDENTIAL LIBRARY**

SOCIAL MEDIA KIT

For speakers, partners, and friends of the Library

DARE GREATLY • THINK BOLDLY • CARE DEEPLY • LIVE PASSIONATELY

Grand Opening Edition

UPDATED JUNE 2026



WELCOME

Thank you for helping us tell the Library's story. Whether you're a Trustee, a speaker, a partner organization, a benefactor, or a friend who just loves what we're building out here in the Badlands — when you share, people pay attention.

This kit gives you everything you need to post, share, tag, and co-stream with us. It's built to be skimmed, not studied. Jump to the section you need, grab what you need, and get back to your day.

If you can't find what you're looking for, email us. We'd rather hear from you than have you guess.

Quick Links

Graphics & templates

trlibrary.com/press

Livestream Requests

social@trlibrary.com

Media Inquiries

matt@trlibrary.com

703.608.3413

WHAT'S IN THIS KIT?

1. **Our channels** — where to find us and who we are on each platform
2. **Hashtags** — what to use and when
3. **Tagging & mentions** — how to make sure we see (and boost) your post
4. **Templates & graphics** — ready-to-use assets and plug-and-play copy
5. **Co-posting & collaboration** — how to partner with us on a post
6. **Livestreaming with us** — StreamYard, multi-platform simulcasts, and invited guests
7. **Grand Opening & #TR250** — July 4, 2026 campaign guidance
8. **Who to contact** — questions, approvals, and quick help
9. **Quick reference card** — everything on one page for your team

I. OUR CHANNELS

Follow us, tag us, and share our posts. We post daily across platforms with different content strategies for each.

PLATFORM	HANDLE / URL
Facebook	Theodore Roosevelt Presidential Library • facebook.com/TRPresidentialLibrary
Instagram	@trlibrary • instagram.com/trlibrary
X (Twitter)	@TRPresLibrary • x.com/TRPresLibrary
LinkedIn	Theodore Roosevelt Presidential Library • linkedin.com/company/73010497
YouTube	Theodore Roosevelt Presidential Library • youtube.com/@TRPresidentialLibrary
TikTok	@trlibrary • tiktok.com/@trlibrary
Threads	@trlibrary
Bluesky	@trpl.bsky.social
Pinterest	@trlibrary
Website	trlibrary.com
Tickets	trlibrary.com/tickets
Podcast	Good Citizen, hosted by Ted Roosevelt V — trlibrary.com/podcast

A quick note on what we post where:

- Facebook — our biggest audience and widest reach. Stories, milestones, and visitor-planning content do best.
- Instagram — the visual home for the Badlands, the building, and behind-the-scenes.
- LinkedIn — institutional updates, partnerships, sustainability, and leadership content.
- X — news, On This Day, civic and conservation moments.
- YouTube — Good Citizen Podcast episodes, livestreams, and long-form video.
- TikTok / Threads / Bluesky — growing channels where we experiment with short-form and conversational content.

2. HASHTAGS

Hashtags help people find our posts and find each other. A few simple rules make them work much harder.

#DareGreatly

Our evergreen hashtag. Use it on any post about the Library, TR, the Badlands, or the values the Library stands for. It's drawn from our brand anchor and TR's most quoted line. Good for year-round use.

#TR250

Our Grand Opening and America 250 hashtag. Use it on anything connected to July 4, 2026, the semiquincentennial, opening week, or the run-up to the Library's public debut. Good from now through the end of 2026.

Supporting hashtags

Use these when they fit. Don't stack more than three or four on any single post — hashtag soup looks like spam.

- #TheodoreRoosevelt — for biographical or historical content
- #Medora / #NorthDakota — for location and tourism posts
- #Badlands — for landscape and conservation content
- #America250 — when the post ties to the national semiquincentennial
- #OnThisDay or #OTD — for historical moments tied to TR
- #GoodCitizenPodcast — for podcast episodes and guest posts

Hashtags to avoid

- #Teddy — except as a standalone tag for search discoverability. We don't use "Teddy" in prose copy. The President disliked the nickname, and so do we.
- Partisan or politically charged hashtags. TR's legacy belongs to everyone. We keep it that way.

3. TAGGING & MENTIONS

The fastest way for us to see your post is to tag us. When you tag, we get a notification — which means we can like, comment, share, or re-post from our own channels. Untagged posts often get missed.

How to tag us on each platform:

PLATFORM	TAG US LIKE THIS
Facebook	@Theodore Roosevelt Presidential Library
Instagram	@trlibrary
X (Twitter)	@TRPresLibrary
LinkedIn	@Theodore Roosevelt Presidential Library
TikTok	@trlibrary
Threads	@trlibrary
Bluesky	@trpl.bsky.social

A few small things that make a big difference:

- Tag the page, not a staff member. That way the post lives on our institutional feed.
- If you're posting a photo from the Library, tag the location as well — it helps people who search "Medora" or "Theodore Roosevelt Presidential Library" find your post.
- If you can't tag (some platforms limit character counts or don't show our handle in a search), write our name out in the post and we'll catch it through hashtag tracking.

4. TEMPLATES & GRAPHICS

We maintain a shared folder of graphics, logos, and post templates that you're welcome to use. Ask us and we'll send the current download link — we update it often.

What's in the folder

- Logos — wordmark and TR initials mark, in color variations for light and dark backgrounds
- Social graphics — ready-made 1:1 and 9:16 assets for Grand Opening, ticket sales, programming, and evergreen brand posts
- Canva templates — editable templates you can drop your own name, photo, or message into
- Photography — approved images of the building, the Badlands landscape, the campus, and select archival TR images
- Video clips — short (15–60 second) B-roll, drone footage, and construction time-lapses
- Headshots and bios for Library leadership, when you're tagging us in a partnership announcement

Plug-and-play copy

Use these as written, or edit them to sound more like you. Fill in the bracketed fields with your own details.

If you're speaking or appearing at the Library



Sample Post

Honored to be joining the Theodore Roosevelt Presidential Library in Medora, North Dakota on [DATE] for [EVENT]. If you've never been to the Badlands — this is the year to go. Tickets and info: trlibrary.com/ visit #DareGreatly #TR250

If you're sharing news about the Library



Sample Post

The Theodore Roosevelt Presidential Library opens July 4, 2026 in Medora, North Dakota — America's 250th birthday. Built in the Badlands that shaped TR himself. Plan your visit: trlibrary.com/visit #DareGreatly #TR250

If you're a partner or sponsor



Sample Post

Proud to partner with the @[TRPresLibrary / tag us] on [PROJECT / INITIATIVE]. The Library opens July 4, 2026 — and it's going to be something special. #DareGreatly #TR250

A few rules about our marks:

- Please don't modify our logo — don't stretch it, change the colors, or add text inside the mark.
- Give the logo some breathing room. Leave clear space around it equal to the height of the "TR" in the mark.
- Use the wordmark on light backgrounds; use the reversed version on dark backgrounds. Both are in the folder.
- When in doubt, send us a proof. We're fast.

5. CO-POSTING & COLLABORATION

Co-posting (sometimes called “collaborator posts”) lets one piece of content appear on two accounts at the same time. Both accounts get the likes, comments, and reach. It’s one of the single best ways to grow together.

When co-posting makes sense

- You’re speaking, performing, or presenting at the Library
- You’re a partner organization launching a joint initiative with us
- You’re a Trustee or benefactor sharing a Library milestone
- You’re a podcast guest, author, or interviewee tied to programming at the Library

How to request a co-post

Email social@trlibrary.com with:

- The platforms you’d like to co-post on (Instagram and Facebook support native collab posts; other platforms require a manual approach)
- A draft of your caption and any graphics or images
- Your handle on each platform
- Your target post time

We’ll review, suggest edits if needed, and accept the collaboration invite from our side. Give us 48 hours for standard requests and longer for anything tied to a major campaign.

The step-by-step on Instagram and Facebook

1. Draft your post on your own account
2. Before publishing, select “Tag people” > “Invite collaborator”
3. Search for @trlibrary (Instagram) or Theodore Roosevelt Presidential Library (Facebook)
4. Publish — the invitation sits in our queue until we accept
5. Once we accept, the post appears on both accounts as a shared post

Heads up on approvals

Because co-posts appear on our account, we review them the same way we review anything we post ourselves. That means we may ask for small edits — for accuracy, brand voice, or timing. We’re not being precious; we’re being careful. A presidential library lives or dies by its credibility.

6. LIVESTREAMING WITH US

The Library has a full livestreaming operation built on StreamYard. We broadcast simultaneously to YouTube, Facebook, X, and LinkedIn — and we can bring invited guests into any stream with up to two of their own channels connected, so your audience sees the broadcast natively on your feeds too.

What we can do

- Multi-platform simulcast — one stream appears live on YouTube, Facebook, X, and LinkedIn at the same time
- Remote guest interviews — you join from anywhere with a browser and a camera; no downloads, no special software
- Co-streaming to your channels — we can add up to two of your own social handles so the broadcast appears on your feeds as well as ours
- On-screen branding, lower thirds, and slides — for titles, name cards, and visuals during the stream
- Recording and repurposing — we save the stream and can cut clips for your use afterward

When livestreaming is the right call

- Author talks, speaker events, and public programming
- Major announcements (exhibitions, partnerships, milestones)
- Opening week programming and commemorations
- Good Citizen Podcast episodes and interview series
- Press briefings and media moments

How to request a livestream

Email social@trlibrary.com at least two weeks in advance with:

- Event name, date, and start/end time (include time zone)
- A short description of the program
- Participants and their roles (host, guest, moderator)
- Which of your social channels you'd like connected to the stream (up to two)
- Any graphics, slides, or pre-recorded segments you want integrated

Technical minimums for guests

Hardwired internet connection (not hotel Wi-Fi). A decent webcam and mic — laptop built-ins work, external is better. Chrome or Edge browser. A quiet, well-lit space. We'll do a 15-minute tech check the day before. No exceptions on the tech check — it's the difference between a smooth stream and a scramble.

7. GRAND OPENING & #TR250

July 4, 2026 • Medora, North Dakota

America turns 250. And the Theodore Roosevelt Presidential Library opens to the public. On the same day. In the same Badlands that turned a grieving young New Yorker into the President who would one day protect 230 million acres of American land.

The campaign

From now through opening week, we're running a sustained campaign under the hashtag #TR250. The more partners, speakers, and friends of the Library who lean in, the bigger the moment. If you're willing to share in the run-up, here's how to plug in.

If you're a partner or sponsor

PHASE	WHAT TO SHARE
Now – May 31	Save-the-date content, building and Badlands photography, “why this matters” stories, ticket links
June 1 - July 1	Countdown posts, behind-the-scenes construction, staff introductions, programming previews
July 2 - July 3	Founding Benefactor Days content (if you're a Benefactor), opening-week energy, final ticket push
July 4	Grand Opening Day — real-time sharing, tag us, use #TR250 and #DareGreatly on everything
July 5 and after	Your experience, your photos, your reflections — the long tail is where the campaign sticks

Hashtag discipline for #TR250

- Always pair #TR250 with #DareGreatly on opening-related posts — they do different work. #TR250 tells people this is a moment. #DareGreatly tells them what the Library stands for.
- Add #America250 when the post explicitly connects to the national semiquincentennial.
- Don't stack more than four hashtags. Pick the ones that fit.

Key messages for Grand Opening posts

Use these themes as starting points. Say it in your own voice — but these are the ideas that land.

- The Library opens on America's 250th birthday.
- It's built in the Badlands that shaped Theodore Roosevelt himself.
- It's a presidential library for the twenty-first century — one of the most sustainable museum buildings in America, with native prairie restored across the campus.
- Roosevelt's values — conservation, civic duty, fairness, the strenuous life — belong to every American. This Library is for everyone.
- Plan your visit. trlibrary.com/visit.

A note on tone

The Grand Opening is a celebration, not a political moment. Please keep posts focused on TR, the Library, the Badlands, and the values we all share. Avoid partisan framing, current-politician comparisons, or anything that makes the Library feel like it belongs to one side. If you're unsure about how a post will read, ask us first — we'd much rather look at a draft than issue a correction.

8. WHO TO CONTACT

We try to be faster to respond than you expect. If one of these inboxes isn't right, we'll route you.

QUESTION	CONTACT
Social media, co-posting, graphics, templates	social@trlibrary.com
Livestream requests and StreamYard coordination	social@trlibrary.com
Press, media, and interview requests	Matt Briney, CCMO • matt@trlibrary.com • 703.608.3413
External PR (national and trade media)	Bridget Lewis, Javelin DC • bridget@javelindc.com • 702.773.2111
Partnerships and sponsorships	Jonathan Kellam, Sr Director of Development • jkellam@trlibrary.com
Anything else	Email matt@trlibrary.com and we'll route you

One ask

If something goes sideways on a post — a factual question, a critical comment, a confusing thread — please don't try to handle it alone. Forward it to us. We've been at this a while, and we'd rather help you through it than read about it later.

QUICK REFERENCE CARD

Print this page. Tape it to a wall. Or keep it on your phone. It's the short version of everything in this kit.

Tag us

- Instagram / TikTok / Threads: @trlibrary
- X: @TRPresLibrary
- Facebook / LinkedIn / YouTube: Theodore Roosevelt Presidential Library
- Bluesky: @trpl.bsky.social

Hashtags

- #DareGreatly — evergreen
- #TR250 — Grand Opening and semiquincentennial
- Add at most 1–2 supporting tags (#Medora, #Badlands, #America250, #OnThisDay)

Where to send things

- Co-posts, livestream requests, graphics: social@trlibrary.com
- Media and press: matt@trlibrary.com or 703.608.3413

Links to remember

- trlibrary.com
- trlibrary.com/visit
- trlibrary.com/tickets

Thank you for helping us build this.

DARE GREATLY • THINK BOLDLY • CARE DEEPLY • LIVE PASSIONATELY
