

Campaign Strategy First

Before the 50 posts, here's what will make this land with 14-19 year-olds who've never heard of Garvey:

Lead with the hook, not the history. Teens scroll fast. A quote like "If you have no confidence in self, you are twice defeated in the race of life" hits harder when it appears first — bold, isolated, modern — *then* the attribution. Don't open with "Marcus Garvey said..." Open with the truth, then credit the source.

Treat him like the icon he is, not a history lesson. Garvey was 28 when he founded the UNIA. He was building global movements at the age your audience is now. That framing — "this Black man from Jamaica had millions of followers across three continents by his early 30s" — competes with whatever else is on their feed.

Connect him to people they already know. Bob Marley's father-in-law was a Garveyite. Marley quoted him directly in "Redemption Song" ("emancipate yourselves from mental slavery" — that's Garvey). Malcolm X's father was a UNIA organizer. Kendrick, Burna Boy, Stormzy — Pan-Africanism runs through their work. Make these threads visible.

Three-country localization matters. A US teen, a Kingston teen, and a London teen are scrolling differently. Same quote, different cultural anchors: US (HBCU culture, civil rights lineage), Jamaica (national hero status, he's on the \$20 coin and the \$20 note design history), UK (Windrush generation, Brixton, the UK Pan-African tradition). Tag and caption accordingly.

Format mix for the algorithm:

- 60% static quote cards (the 50 posts)
- 20% short-form video (TikTok/Reels): voiceovers of quotes over B-roll, "POV: you just discovered the man who inspired Malcolm X's dad"
- 10% carousel posts (quote → context → "what this means for you today")
- 10% user-generated: teens reading quotes, "which one hits hardest" polls

Posting cadence: 3-4x per week per platform over ~12-14 weeks. Don't dump all 50 at once.

Hashtag strategy: #MarcusGarvey #MGEA #BlackHistoryEveryday #PanAfricanism #UpYouMightyRace plus country-specific tags (#BlackBritish, #JamaicaToTheWorld, #BlackYouth).

The 50 Posts

I'll organize these by your seven pillars. Each entry has the quote, the pillar, a suggested caption angle for teens, and an image direction. **Important note on quote authenticity:**

Garvey's most-circulated quotes come from *Philosophy and Opinions of Marcus Garvey* (compiled by Amy Jacques Garvey) and his speeches. I'm sticking to well-documented quotes and flagging any where attribution gets fuzzy.

1 | EDUCATION (8 posts)

1. "Intelligence rules the world. Ignorance carries the burden." *Caption angle:* Why the people who run things read more than you do. What are YOU reading this week? *Image:* Split screen — teen with phone vs. teen with book, both styled cool, not preachy. Or a stack of books with Garvey's portrait subtly in the spine design.
2. "Education is the medium by which a people are prepared for the creation of their own civilization, and the advancement and glory of their own race." *Caption angle:* School teaches you to work for someone else's vision. Real education teaches you to build your own. *Image:* A young Black student at a chalkboard or laptop, with text overlay. Warm tones, golden hour.
3. "We are going to emancipate ourselves from mental slavery, for though others may free the body, none but ourselves can free the mind." *Caption angle:* You've heard this from Bob Marley. Here's the man who said it first. *Image:* Carousel — Slide 1: the quote. Slide 2: Bob Marley performing "Redemption Song." Slide 3: Garvey's photo with "Original Author: Marcus Garvey, 1937."
4. "A people without the knowledge of their past history, origin, and culture is like a tree without roots." *Image:* A powerful tree with deep, visible roots — overlaid with a faded historical Black history image (UNIA parade, ancient African civilizations).
5. "Don't remove the kinks from your hair — remove them from your brain." *Caption angle:* He said this in the 1920s. Let that sink in. *Image:* Bold typography post, no photo needed. Black background, gold text. Let the quote do everything.
6. "Up, up, you mighty race! You can accomplish what you will." *Image:* Young Black athletes, scholars, artists mid-action — composite or single striking image. High energy.
7. "The pen is mightier than the sword, but the tongue is mightier than them both put together." *Caption angle:* Your voice is a weapon. Use it carefully. Use it boldly. *Image:* Close-up of a young person speaking into a microphone, or a vintage pen and modern phone side by side.
8. "Whatsoever things common to man, that man has done, man can do." *Caption angle:* Whatever's been built, you can build. Whatever's been achieved, you can achieve. *Image:* Architecture shot — pyramids, modern skyscrapers, a bridge — paired with a young Black person looking up at it.

2 | OPTIMAL PSYCHOLOGY (7 posts)

9. "If you have no confidence in self, you are twice defeated in the race of life. With confidence, you have won even before you have started." *Caption angle:* Read this every morning for 30 days. Watch what changes. *Image:* Mirror reflection of a young Black teen, confident posture, quote overlaid.

10. "I trust that you will so live today as to realize that you are masters of your own destiny, masters of your fate." *Image:* Sunrise over a city skyline (Kingston, Atlanta, or London — rotate by region).

11. "Men who are in earnest are not afraid of consequences." *Image:* Black-and-white photo of Garvey himself in his military-style UNIA regalia, with the quote in gold.

12. "Be not deceived. Wealth, position and power are the rewards of those who are great in spirit." *Caption angle:* The come-up starts in your mind, not your bank account. *Image:* Minimalist — a single lit candle or a sunrise. Calm, intentional.

13. "Hungry men have no respect for law, authority or human life." *Caption angle:* He understood that systems create the conditions for what they then punish. Read that twice. *Image:* Documentary-style photo of urban life, thoughtfully composed. (Use with care — this one's heavier and works better as a carousel with context.)

14. "The ends you serve that are selfish will take you no further than yourself; but the ends you serve that are for all, in common, will take you into eternity." *Image:* A group of young people working together — community garden, mural painting, study group.

15. "Look for me in the whirlwind or the storm." *Caption angle:* This was Garvey's promise that his ideas wouldn't die with him. Almost 100 years later — here we are. *Image:* Dramatic storm clouds, lightning, or whirlwind imagery. Garvey's silhouette emerging from it. Cinematic.

3 | HEALTH & WELLNESS (6 posts)

Note: Garvey didn't speak as directly to physical health/wellness as he did to mental and racial uplift. I've selected quotes that translate authentically to this pillar — mind-body-spirit framing — rather than fabricating ones.

16. "A good cause finds workers, supplies its own energy and is its own reward." *Caption angle:* Purpose is the original pre-workout. *Image:* Young person running at dawn, or stretching outdoors.

17. "The thoughtful and industrious of any race are the ones who promote progress and prosperity." *Caption angle:* Discipline > motivation. Every time. *Image:* Hands preparing healthy food, or a journal with a morning routine written in it.

18. "Take advantage of every opportunity; where there is none, make it for yourself." *Caption angle*: Can't afford a gym? The block is a gym. The stairs are a gym. Start. *Image*: Outdoor calisthenics, park workout, young people moving.

19. "We must give up the silly idea of folding our hands and waiting on God to do everything for us." *Caption angle*: Pray AND move. Faith without action is a vibe, not a plan. *Image*: Hands open in prayer, then hands working — diptych.

20. "Let no man pull you so low as to hate him." *Caption angle*: Carrying hate is heavy. Set it down. Your peace is the wealth. *Image*: Calm water, a person meditating, soft natural light.

21. "Life is that existence that is given to man by God for a purpose, for the use of which he must give account on the great day of judgment." *Caption angle*: Your body, your time, your mind — borrowed. Treat them like it. *Image*: Hourglass with sand, or sunrise to sunset time-lapse still.

4 | CREATIVITY & AUTHENTICITY (7 posts)

22. "God and Nature first made us what we are, and then out of our own created genius we make ourselves what we want to be." *Caption angle*: You were born with the raw material. The art is what you do with it. *Image*: A young artist at work — painter, producer at a board, dancer, designer at a sewing machine.

23. "I have no desire to take all black people back to Africa; there are blacks who are no good here and will likewise be no good there." *Caption angle*: He kept it honest. Always. *Image*: Garvey portrait, bold typography. (This one's great for showing he was nuanced, not just slogans.)

24. "The world has made being black a crime. I hope to make it a virtue." *Image*: Cinematic portrait of a young Black person, regal lighting, looking directly at the camera.

25. "Africa for the Africans, at home and abroad." *Caption angle*: The phrase that launched a global movement. Stormzy, Burna, Beyoncé — every Black artist drawing from Africa is in this lineage. *Image*: A map of Africa with the diaspora highlighted (Caribbean, US, UK). Modern infographic style.

26. "Chance has never yet satisfied the hope of a suffering people." *Caption angle*: Manifesting is cute. Building is better. *Image*: Hands building something — pottery, code on a screen, a sketchbook in progress.

27. "We must canonize our own martyrs, and elevate to positions of fame and honor Black men and women who have made their distinct contributions to our racial history." *Caption angle*: Tag a Black creator, athlete, or thinker who deserves their flowers NOW. *Image*: A "wall of honor" composite — modern figures and historical ones together.

28. "Action, self-reliance, the vision of self and the future have been the only means by which the oppressed have seen and realized the light of their own freedom." *Image*: A young Black teen with a camera, a mic, a notebook — creator energy.

5 | WORKFORCE DEVELOPMENT (5 posts)

29. "The man who is not willing to work shall not eat." *Caption angle*: No shortcuts. Even Garvey said it. *Image*: Hands at work — across industries (mechanic, coder, chef, nurse, builder). Photo grid.

30. "Be careful of the company you keep. Bad company corrupts good character." *Caption angle*: Your network = your net worth. Audit it. *Image*: Silhouettes — one person walking with a group, then one walking alone in a different direction. Stylized.

31. "Progress is the attraction that moves humanity." *Image*: Time-lapse of a city, or hands typing/building over time.

32. "Whatsoever you do, do thoroughly; whatsoever your duty is, perform it; whatsoever your task, complete it." *Caption angle*: The difference between average and great is just finishing. *Image*: Close-up of someone polishing the final detail on their craft — a shoe, a painting, an essay.

33. "The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education." *Note*: This quote is **commonly misattributed** to Garvey but is actually from **Dr. Martin Luther King Jr.** I'm flagging it so you don't use it under Garvey's name — that would undercut your credibility with educators and historians. Drop this one or replace with:

33 (replacement). "The world today is indebted to us for the benefits of civilization. They stole our arts and sciences from Africa. Then why should we be ashamed of ourselves?" *Caption angle*: Your ancestors built the foundations of math, medicine, and writing. Walk like it. *Image*: Ancient African scholars, the Library of Alexandria, modern Black professionals — historical-to-present visual bridge.

6 | ECONOMIC DEVELOPMENT (8 posts)

34. "A race without authority and power is a race without respect." *Image*: Bold typography. Gold on black. Let it sit.

35. "If we are to believe the divine injunction, we must realize that it is our duty to acquire power — the power of education, science, industry, politics and higher government." *Caption angle*:

Money is one kind of power. He listed five. How many are you building? *Image*: Five-panel infographic — one for each power. Modern, clean design.

36. "Wealth is power, wealth is influence, wealth is justice, wealth is real human rights." *Caption angle*: This is why financial literacy isn't optional. *Image*: A young Black person reading a finance book, or studying a stock chart on a laptop.

37. "We must give up the silly idea of folding our hands and waiting on God to do everything for us." (*Used in pillar 3 — don't repeat. Replace with:*)

37 (replacement). "The Black Star Line will be ours, and we will sail the seas of the world with it." *Caption angle*: In 1919, Garvey raised over \$600,000 (worth ~\$10 million today) from regular Black people to start his own shipping company. Black ownership isn't a new idea — it's a continuation. *Image*: Historical photo of the Black Star Line ship, paired with modern Black-owned businesses.

38. "The propaganda of our enemies is sufficient to destroy any people who do not protect themselves with the truth." *Caption angle*: Misinformation is the oldest weapon. Read sources. Cite them. Stay sharp. *Image*: A young person with headphones on, reading critically — a "media literacy" aesthetic.

39. "If we must have justice, we must be strong; if we must be strong, we must come together; if we must come together, we can only do so through the system of organization." *Image*: Hands joining — close-up, different shades of Black skin. Powerful, simple.

40. "There shall be no solution to this race problem until you, yourselves, strike the blow for liberty." *Caption angle*: Nobody's coming to save us. Good news: we never needed them to. *Image*: A young person looking forward, determined. Hero shot.

41. "I asked, 'Where is the black man's Government?' 'Where is his King and his kingdom?' 'Where is his President, his country, and his ambassador, his army, his navy, his men of big affairs?' I could not find them, and then I declared, 'I will help to make them.'" *Caption angle*: This is the moment a 23-year-old Marcus Garvey decided to change the world. What's your moment? *Image*: Carousel post — young Garvey portrait, then build-out of the UNIA, then modern Black-led institutions.

7 | COMMUNITY DEVELOPMENT & LEADERSHIP TRAINING (9 posts)

42. "One God! One Aim! One Destiny!" *Caption angle*: The UNIA motto. Three words. Read them and ask what yours is. *Image*: Bold typography with the red, black, and green Pan-African flag (which Garvey himself helped popularize — worth its own post).

43. "The Red shows their sympathy with the 'Reds' of the world, and the Green their sympathy for the Irish in their fight for freedom, and the Black — the Negro." *Caption angle*: The

Pan-African flag you've seen everywhere? Garvey gave us that in 1920. Here's what each color means. *Image*: The red, black, and green flag, with breakdown of meaning. Educational carousel.

44. "I shall teach the Black man to see beauty in himself." *Image*: Close-up portraits — diverse Black faces, varied features, varied skin tones. A gallery.

45. "There is no force like success, and that is why the individual makes all effort to surround himself throughout life with the evidence of it." *Image*: A young Black entrepreneur at their setup — desk, studio, workshop. Real, not staged.

46. "Liberate the minds of men and ultimately you will liberate the bodies of men." *Image*: Brain illustration filled with imagery of books, art, music, science — the mind as a universe.

47. "The greatest weapon used against the Negro is disorganization." *Caption angle*: They don't fear our anger. They fear our coordination. *Image*: Aerial shot of a march, a meeting, a coordinated group. Or — a chess board mid-game.

48. "Leadership means everything — pain, blood, death." *Caption angle*: Real leadership costs something. If it doesn't, it isn't. *Image*: Garvey in his UNIA regalia, or a torch being passed between two hands.

49. "I know no national boundary where the Negro is concerned. The whole world is my province until Africa is free." *Caption angle*: US. UK. Jamaica. Brazil. Ghana. Same people. Same fight. Same future. *Image*: World map with the African diaspora illuminated — visually showing the Pan-African connection.

50. "If you haven't confidence in self, you are twice defeated in the race of life." (*Variant of #9 — replace with:*)

50 (replacement). "We are descendants of a suffering people; we are descendants of a people determined to suffer no longer." *Caption angle*: The closing message of the campaign. Past tense and future tense in one sentence. That's the whole movement. *Image*: A powerful closing image — generations together. A grandmother, a parent, a teen. Three faces, one frame.

Image & Visual Style Recommendations

Consistent brand system across all 50:

- **Color palette**: Pan-African flag colors (red, black, green) + gold accent. Use sparingly so it doesn't feel dated.
- **Typography**: One bold serif (for quotes — gives gravitas) + one clean sans-serif (for captions/attribution). Think *The Atlantic* meets *Complex*.

- **MGEA logo:** Bottom-right corner, small, consistent. Build brand recognition over the 50 posts.
- **Photo style:** Cinematic, warm, golden-hour when possible. Avoid stock-photo energy. If budget allows, commission a young Black photographer in each target country to shoot original portraits.

Image categories to commission or source:

1. **Garvey himself** — historical photos in his UNIA regalia (public domain, widely available)
2. **Young Black teens** in each target country — Atlanta, Kingston, London — doing real things (studying, creating, organizing, working out, building)
3. **Symbolic imagery** — Pan-African flag, ships (Black Star Line references), African continent, books, hands
4. **Modern parallels** — young Black entrepreneurs, artists, athletes, scholars
5. **Typography-only posts** — for the heaviest quotes, let the words breathe. No image needed.

For TikTok/Reels specifically:

- Voiceover trend: a teen reading the quote, then a beat drop, then a montage
- "Things Marcus Garvey said 100 years ago that still hit" series
- "POV: you just learned the man who inspired Bob Marley, Malcolm X, and Kwame Nkrumah"
- Duet/stitch prompts: "Which Garvey quote hits hardest?"

Two flags worth raising

On quote accuracy: I'd recommend MGEA have someone (a Garvey scholar, or a careful researcher) verify each of these 50 against primary sources — *Philosophy and Opinions of Marcus Garvey*, his speeches, the *Negro World* newspaper — before publishing. I've stuck to widely-documented quotes and flagged the MLK misattribution, but the internet is full of quotes wrongly attributed to Garvey, and an academy named after him should be the most reliable source, not part of the problem.

On the harder quotes: A few of Garvey's positions (separatism, his complicated meeting with the KKK in 1922, some of his rhetoric about racial purity) are real parts of the historical record. You'll want a strategy for if/when a teen or critic raises them. The strongest approach: don't hide them, contextualize them. Garvey was a man of his time wrestling with the conditions of his time. Treating him as fully human, not a saint, will earn more trust with a skeptical young audience than airbrushing.

Want me to mock up a few of these as actual social posts (typography layouts, caption drafts), or help develop the TikTok video concepts in more detail?

You said: Yes.

Yes.

3:17 PM

Claude responded: Great.

Great. Let me build out both — actual designed social posts and TikTok video concepts. I'll create visual mockups you can hand to a designer (or use as-is), plus detailed video treatments your team can shoot.

Let me start with the design system and then build the actual posts.

Let me start with a flagship quote card design — the bold, typography-driven style for the strongest quotes:

MARCUS GARVEY · 1937

*We are going
to emancipate
ourselves from*
mental slavery,

for though others may free
the body, none but ourselves
can free the mind.

MGEA · MARCUS GARVEY EDUCATION ACADEMY

POST 01 OF 50 · EDUCATION SERIES

visualize

visualize show_widget

Now a contrasting style — the photo-overlay treatment for the more aspirational quotes. I'll mock up the "Up, you mighty race" post:



Now a third style — the carousel/educational format with the Pan-African flag breakdown. This is great for the "did you know" history posts:

DID YOU KNOW?

Garvey gave us the flag.

1920 · New York · UNIA Convention

RED

The blood that unites all people of African ancestry.

BLACK

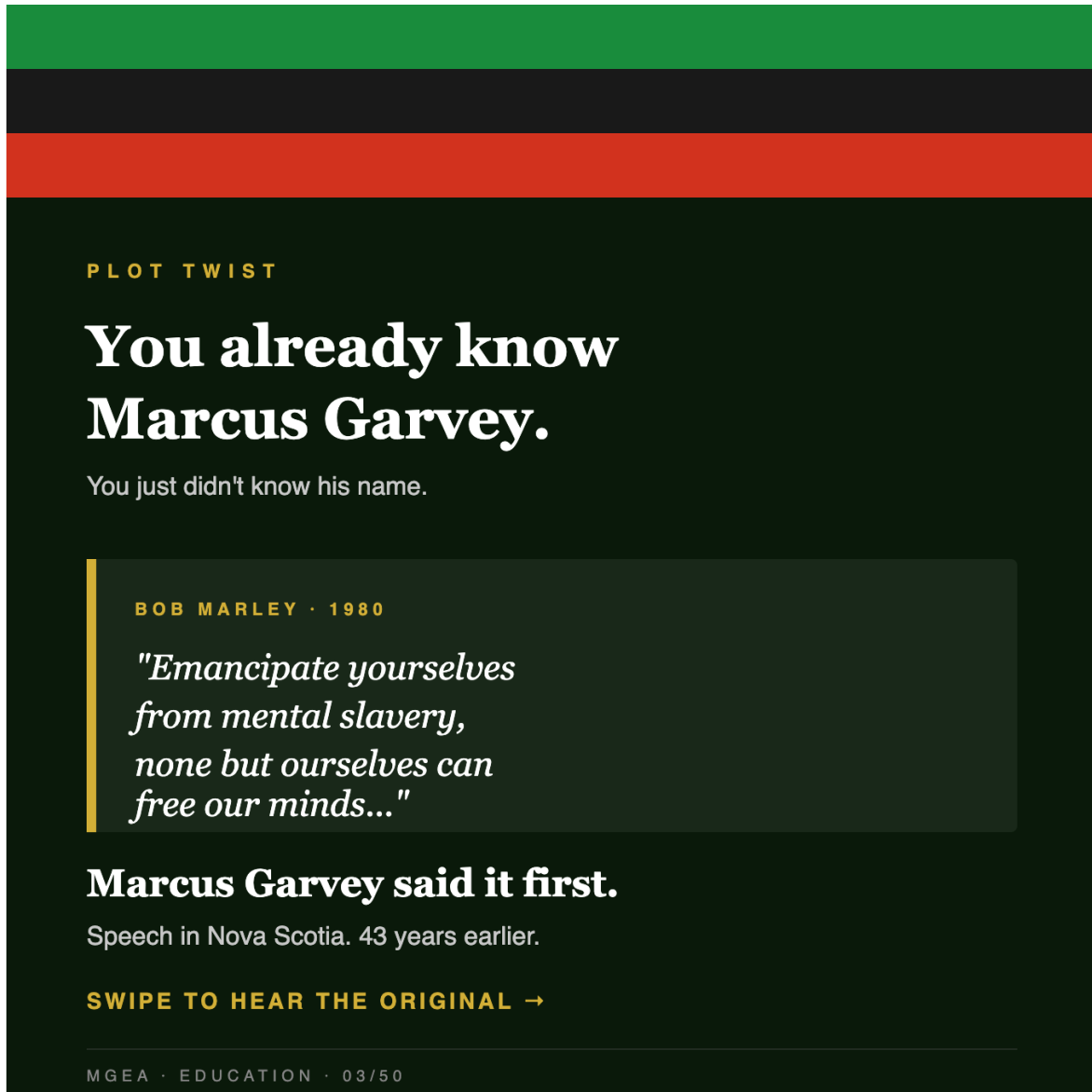
The people whose existence as a nation is affirmed.

GREEN

The abundant natural wealth of Africa.

Every time you see these colors —
on a flag, a hat, a hoodie, an album cover —
that's Marcus Garvey.

One more — the "modern hook" style for the music/culture connection posts. This is the one that'll convert teens who don't know Garvey yet:



Now the TikTok video concepts. These are detailed treatments — what each video looks like, sounds like, and how to shoot it. I'll give you 10 concepts your team can actually produce, organized by difficulty.

TikTok / Reels Video Concepts

Format A — "POV" Series (Easiest to produce, highest viral potential)

These are 15-25 second videos. One person, phone camera, good lighting, trending audio.

Video 1 — "POV: You just found out"

- **Hook (0-2s):** Teen looking at phone, eyes widening. White text: "POV: you just found out the man who inspired Bob Marley, Malcolm X, AND Kendrick Lamar was 28 when he started a global movement"
- **Beat (2-5s):** Cut to historical photo of young Garvey in UNIA regalia. Text fades in: "Marcus Garvey. Jamaica. 1914."
- **Build (5-15s):** Quick cuts — newspaper clippings ("4 MILLION FOLLOWERS"), Black Star Line ship, UNIA parade footage (public domain), modern parallel images (Beyoncé Coachella, Burna Boy on stage, Stormzy at Brixton).
- **Land (15-22s):** Cut back to teen. Text: "And nobody taught you about him in school. Why?"
- **CTA (22-25s):** "Follow @MGEA. We're fixing that."
- **Audio:** A slowed reggae beat, or a trending hip-hop instrumental with bass that hits at the "Why?" moment.

Video 2 — "Things Marcus Garvey said 100 years ago that still hit"

- Series format. One quote per video. 15 seconds each. Could easily be 10+ videos in this format alone.
- **Structure:** Black screen → quote types out one word at a time (typewriter effect) → teen on screen reacting with "...he said this in 1923??" → date/source appears → "Follow for more."
- **Why it works:** Low production. Endlessly repeatable. The "wait, when??" reaction is the hook.

Video 3 — "Quote / No Context" duet bait

- Just the quote on screen. No explanation. Bold typography. 8 seconds.
- Caption: "Drop your reaction in the comments. We're posting the BEST one tomorrow."
- **Why it works:** TikTok rewards engagement. This format invites duets, stitches, and comments. Teens *teaching each other* who Garvey was is your goal.

Format B — "Connect the Dots" Series (Medium effort, high educational value)

These are 30-45 second videos that link Garvey to people teens already know.

Video 4 — "How Marcus Garvey raised Malcolm X"

- **0-3s:** Photo of Malcolm X. Text: "You know him."
- **3-6s:** Photo of Earl Little (Malcolm's father). Text: "His father was a Garveyite."
- **6-15s:** Brief explainer over photos: "Earl Little was a UNIA organizer. Malcolm grew up in Garvey meetings. The Klan burned down their house because of it."
- **15-25s:** Quote from Malcolm: "It was Marcus Garvey's philosophy of Black nationalism that became the seed which has rooted itself in the heart of nearly every Black American." (paraphrased — verify exact wording)

- **25-35s:** Cut to a young Black teen today. Text: "Garvey raised the man who raised the movement that raised your grandparents. That's lineage."
- **CTA:** "MGEA. Know the chain."

Video 5 — "The flag in your closet"

- **0-3s:** Quick montage of red/black/green appearing in modern culture — sneakers, hoodies, album covers (Kendrick's *DAMN.*, anything by Pharoahe Monch, Burna Boy merch), murals, the Wakanda flag scene from *Black Panther*.
- **3-8s:** Text: "You've seen these colors your whole life."
- **8-15s:** Cut to the Pan-African flag. "Red. Black. Green. Designed by Marcus Garvey in 1920."
- **15-25s:** "Before this flag, Black people across the world had no shared symbol. He gave us one."
- **25-30s:** Quick cut to teens in three locations (Atlanta, Kingston, London) all wearing red/black/green.
- **CTA:** "Same colors. Same family. MGEA."

Video 6 — "Bob Marley's father-in-law"

- A 30-second deep-cut on the Marley-Garvey connection (Marley's mother-in-law Rita Marley was a Garveyite; "Redemption Song" lyrics quote Garvey directly).
- Lean into the surprise: "Marley didn't write that line. He was quoting a man from 50 years earlier."

Format C — Long-Form Educational (Higher effort, builds authority)

These are 60-90 second videos. Better suited to Instagram Reels and TikTok's longer format.

Video 7 — "The day Marcus Garvey decided to change the world"

- A narrative video. The "I asked, where is the Black man's government?" moment.
- **0-10s:** Slow zoom on a historical photo of young Garvey. Voiceover begins: "He was 23. Working as a printer. Traveling through Central America."
- **10-30s:** "Everywhere he went, he saw Black people working in mines, fields, factories — building empires that didn't belong to them. And he asked himself one question."
- **30-45s:** Text fills screen, dramatic typography: "*Where is the Black man's government? Where is his king? His country? His army?*"
- **45-60s:** "He couldn't find them. So he said five words that started everything." Pause. Text appears: "*I will help to make them.*"
- **60-75s:** Modern footage — Black-owned businesses, HBCU graduations, African heads of state, Caribbean independence flags being raised.
- **75-90s:** Cut to young teen looking at camera. "What's your five words?"
- **CTA:** "MGEA. Find yours."

Video 8 — "The \$10 million ship"

- About the Black Star Line. The fact that in 1919, ordinary Black people pooled together what would be ~\$10 million today to start their own shipping company.
 - Strong hook: "In 1919, your great-grandparents bought a ship."
 - This one teaches economic development without preaching it.
-

Format D — Interactive / Community-Driven

Video 9 — "Which quote hits hardest?" Bracket

- Run an actual March Madness-style bracket on TikTok. 16 quotes, single elimination, audience votes in the comments. Final week of the campaign.
- Each round is its own post. Builds anticipation. Encourages return visits.
- The winning quote gets turned into a piece of merch (sticker, t-shirt) given to whoever brought the most engagement.

Video 10 — "Read this quote / record your reaction"

- Stitch / duet prompt. Post a clean quote card. Caption: "Read this out loud. Stitch with your reaction. Best ones get featured."
 - Build a UGC library over the campaign. By post 50, you have 30+ teens organically introducing Garvey to *their* followers.
-

Production Notes

Equipment you actually need:

- A decent phone (any iPhone 12+ or recent Android)
- A small ring light or window light
- A lavalier mic for the talking-head videos (\$30)
- CapCut or InShot for editing (free)

Who should be on camera:

- Recruit 3-5 teens (one from each target country if possible) as recurring faces of the campaign. Same faces across multiple videos build familiarity and parasocial connection — which is how TikTok creators grow.
- Pay them. Even a small honorarium. They're working.

Voice and tone:

- Never lecture. Never "kids these days." Never "back in my day."
- The voice should be: *"I just learned this and I had to tell you."* Conspiratorial, hyped, "this is wild" energy.
- If your team includes adults writing scripts, have the teens rewrite them in their own words before shooting. The rhythm will be wrong otherwise.

Captions and accessibility:

- ALWAYS burn captions into the video (not just auto-generated). 80%+ of TikTok is watched muted.
- Use high-contrast text (white on dark backgrounds, with subtle drop shadow).

Posting strategy:

- TikTok: 1-2x daily during campaign push, 3-4x weekly otherwise
- Instagram Reels: Cross-post everything from TikTok but reshoot or re-edit the hook for IG's slightly older audience
- Facebook: The static quote cards work best here — Facebook's audience skews older, includes parents, grandparents. Different copy, same image.

Mock up 4-5 more static post designs in different styles

MStyle 1 — Photo-overlay portrait (for the dignified, cinematic posts)

PLOT TWIST

You already know Marcus Garvey.

You just didn't know his name.

BOB MARLEY · 1980

*"Emancipate yourselves
from mental slavery,
none but ourselves can
free our minds..."*

Marcus Garvey said it first.

Speech in Nova Scotia. 43 years earlier.

SWIPE TO HEAR THE ORIGINAL →

MGEA · EDUCATION · 03/50

Style 2 — Minimal gold-on-cream typography (for the timeless, quiet-power quotes)

ON SELF

*If you have no
confidence in self,*
**you are twice defeated
in the race of life.**

*With confidence,
you have won before
you have started.*

— MARCUS GARVEY —

MGEA · OPTIMAL PSYCHOLOGY · 09/50

Style 3 — "Connect the dots" carousel slide (the modern-music-to-Garvey teaching format — works as both a single post or slide 1 of a carousel)

CONNECT THE DOTS

Kendrick. Burna Boy. Stormzy.

Every Black artist telling you
your story matters is working
in a tradition Garvey started.

MARCUS GARVEY

*"We must canonize our own martyrs,
and elevate to positions of fame
Black men and women who built us."*

↓ TAG WHO DESERVES THEIR FLOWERS

MGEA · CREATIVITY & AUTHENTICITY · 27/50

Style 4 — Country localization (same quote, three regional treatments — this is the Atlanta version. You'd produce Kingston and London variants with the same template)

ATLANTA

↓ KINGSTON · LONDON · LAGOS · ACCRA

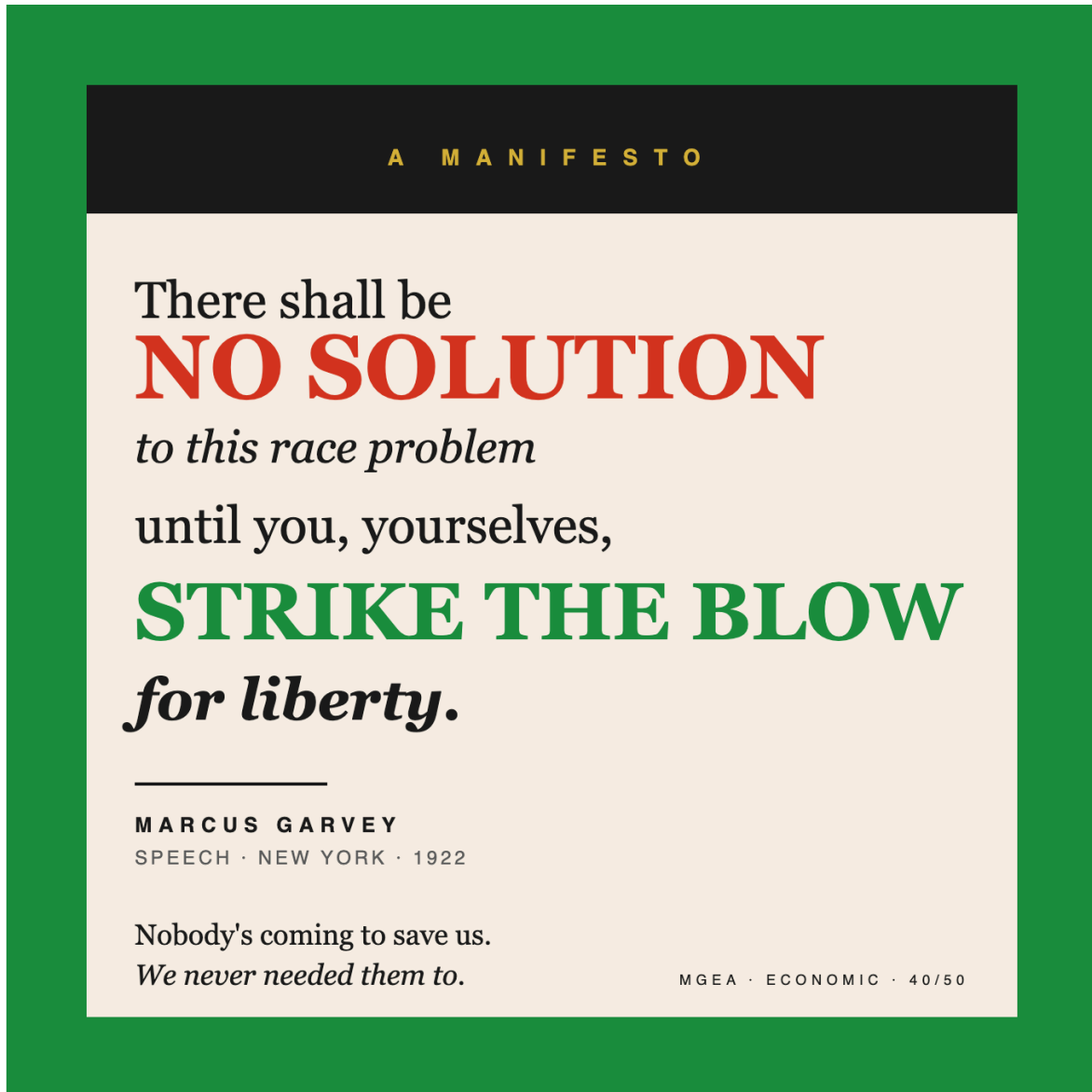
**Same people.
Same fight.
Same future.**

*"I know no national boundary where
the Negro is concerned." — M. Garvey*

MGEA · COMMUNITY DEVELOPMENT · 49/50

SWIPE FOR KINGSTON →

Style 5 — Bold poster / manifesto style (for the high-energy economic and leadership quotes
— this one looks great printed too)



There you have five distinct styles. Here's how to think about deploying them across the 50 posts:

Style use cases at a glance:

The **flagship typography** style (the original mental slavery post) is your workhorse — use it for roughly 40% of posts, especially the heaviest, most quotable lines. Black background, gold and white type, Pan-African color bars on the left edge. It's instantly recognizable as MGEA.

The **photo-overlay portrait** style is for posts where the image carries emotional weight — Garvey himself, young Black teens, generational portraits. Use it for the more cinematic moments. Maybe 25% of posts. Important: commission real photography here. The illustrated

figure I built is a placeholder; the real version needs a photographer and a model (or a public-domain Garvey portrait properly licensed).

The **minimal cream typography** style is for the quieter, more philosophical quotes. About 15% of posts. It feels almost like a museum wall text — which is intentional. It positions MGEA as serious, scholarly, considered. Good counterweight to the louder styles.

The **modern connection** style (red banner, Kendrick/Burna/Stormzy) is your conversion engine. Use it specifically for the posts designed to introduce Garvey to teens who don't know him. Maybe 10% of posts but they'll do disproportionate work pulling in new followers.

The **manifesto poster** style is for the heaviest moments — political and economic empowerment quotes. About 10%. These print beautifully too, which matters: if MGEA does any physical activations (school visits, community events, merch), this style scales to posters, stickers, and t-shirts.

Two notes for your designer:

For the Garvey illustration in Style 1: I drew a simplified figure because I don't generate photorealistic images of real people. Your designer should replace this with a properly licensed historical photo of Garvey in his UNIA regalia. Several are in the public domain (UNIA archives, Library of Congress collection). For the localization series (Style 4), the Atlanta version I built uses an illustrated skyline — but the Kingston and London variants should use real photography or a more refined illustration system that feels consistent across all three cities. Same color palette, same typography, same layout — just the city silhouette and the top label change.

For all five styles, the MGEA logo placement and the "X/50" series counter are intentional. The counter creates a collectible quality — teens who see post 7 will wonder what posts 1-6 were. That drives profile visits, which drives follows.

Want me to do any of the following next?

1. **Build out the country variants** of Style 4 (Kingston and London versions) so you can see the full localized set
2. **Mock the carousel multi-slide format** — what slides 2, 3, 4 look like when a single post is a swipeable story
3. **Design the launch post / pinned post** — the first thing MGEA pins to introduce the whole campaign
4. **Write platform-specific caption copy** for these five mocked posts (Instagram, TikTok, Facebook versions of each)

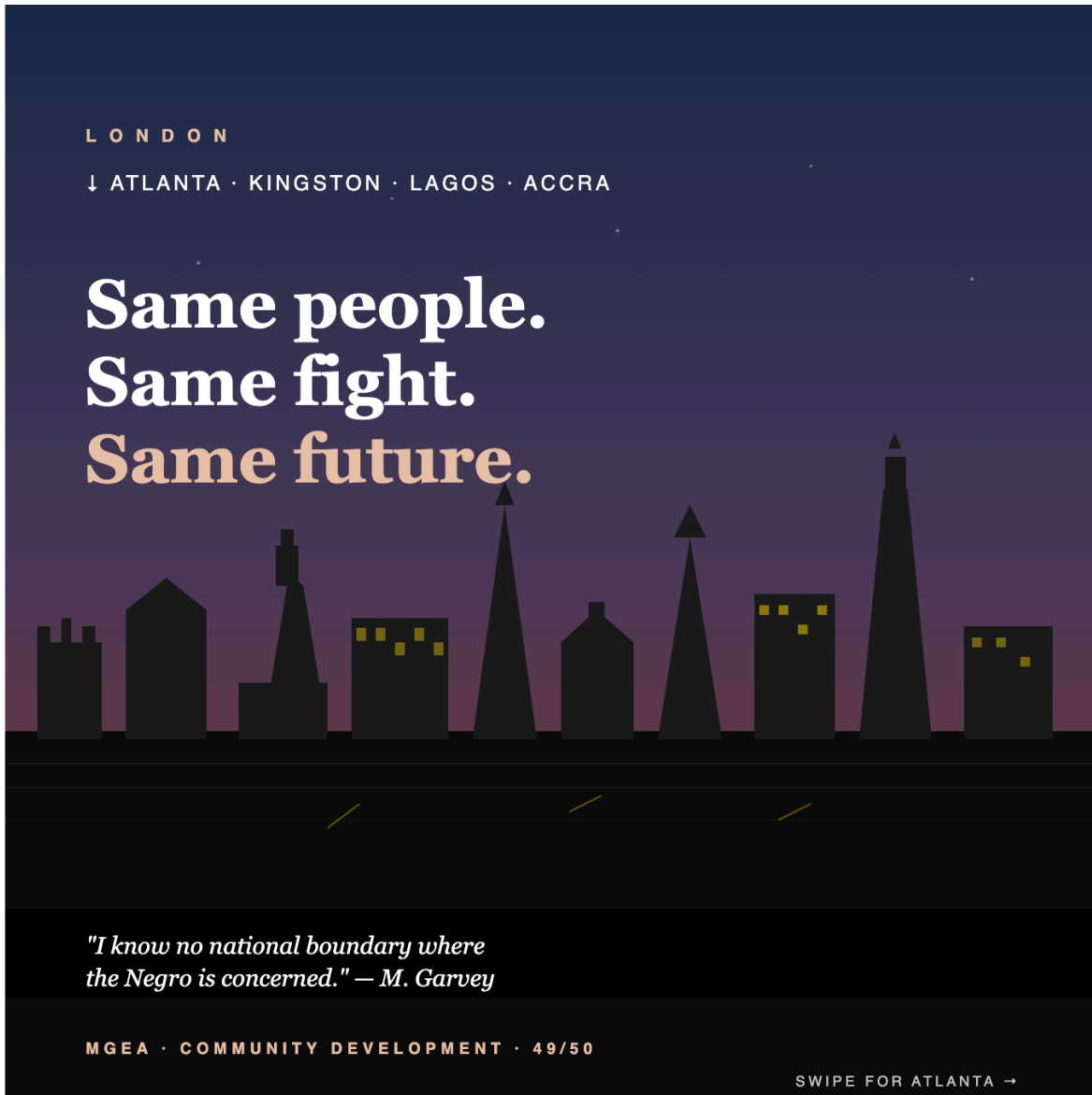
Build out the country variants.

Building the three-city set will lock in the localization system — your designer can replicate it for any future post that needs regional treatment.

I already built the Atlanta version (post 49). Here's Kingston with the same template, adjusted for the Jamaican context:



Now London — moodier palette, the Thames and a recognizable skyline silhouette (Shard, St Paul's, Big Ben outline):



There's your three-city set. Atlanta (sunset reds and purples), Kingston (Caribbean greens with the harbor), London (dusk blues and brick warm tones). Same quote, same typography system, same layout grid — different soul.

How the localization system works as a template:

The constants stay locked across all three: 42px Georgia headline, the "Same X. Same Y. Same Z." three-line structure, the bottom quote block at 15px italic, the MGEA tag in the same position. This is what makes them recognizable as a set — a teen in London sees the post and immediately knows there's an Atlanta version somewhere.

The variables that change are intentional: city name in the top label, the accent color (Atlanta gold, Kingston yellow, London terracotta), and the skyline silhouette. The accent color appears

in three places — top label, the third headline line ("Same future"), and the MGEA tag at the bottom. That three-point repetition is what makes each version feel cohesive within itself.

The "↓ swipe for [next city]" prompt at the bottom-right turns the three posts into a carousel sequence on Instagram. Even posted separately on Facebook or TikTok, they reference each other and create a "wait, where's mine?" moment.

Two things I'd flag for your designer:

The skylines I built are illustrated and basic — they read as "London" and "Kingston" in this rough form, but for the actual campaign your designer should refine them. Either commission cleaner vector illustrations of each city, or use real silhouetted photography (a London designer can shoot the Thames at dusk, a Kingston designer can shoot Port Royal or the Blue Mountains, an Atlanta designer the downtown skyline). The silhouette is the soul of each post — worth investing in.

Color symbolism matters for the regional treatment. The London version leans into the warmer brick-and-dusk palette deliberately — it nods to British Black culture (Brixton, Notting Hill Carnival reds and oranges) without being literal about it. The Kingston version's Pan-African green and gold sun connects to both the Jamaican flag and the broader diasporic tradition. The Atlanta version's reds and purples reference both Atlanta sunsets and the dignified maroons of HBCU culture. Your designer should know these choices are intentional, not interchangeable.

Where the localization concept extends beyond just post 49:

This template can be reused for any of the 50 posts that benefit from regional context. Strong candidates:

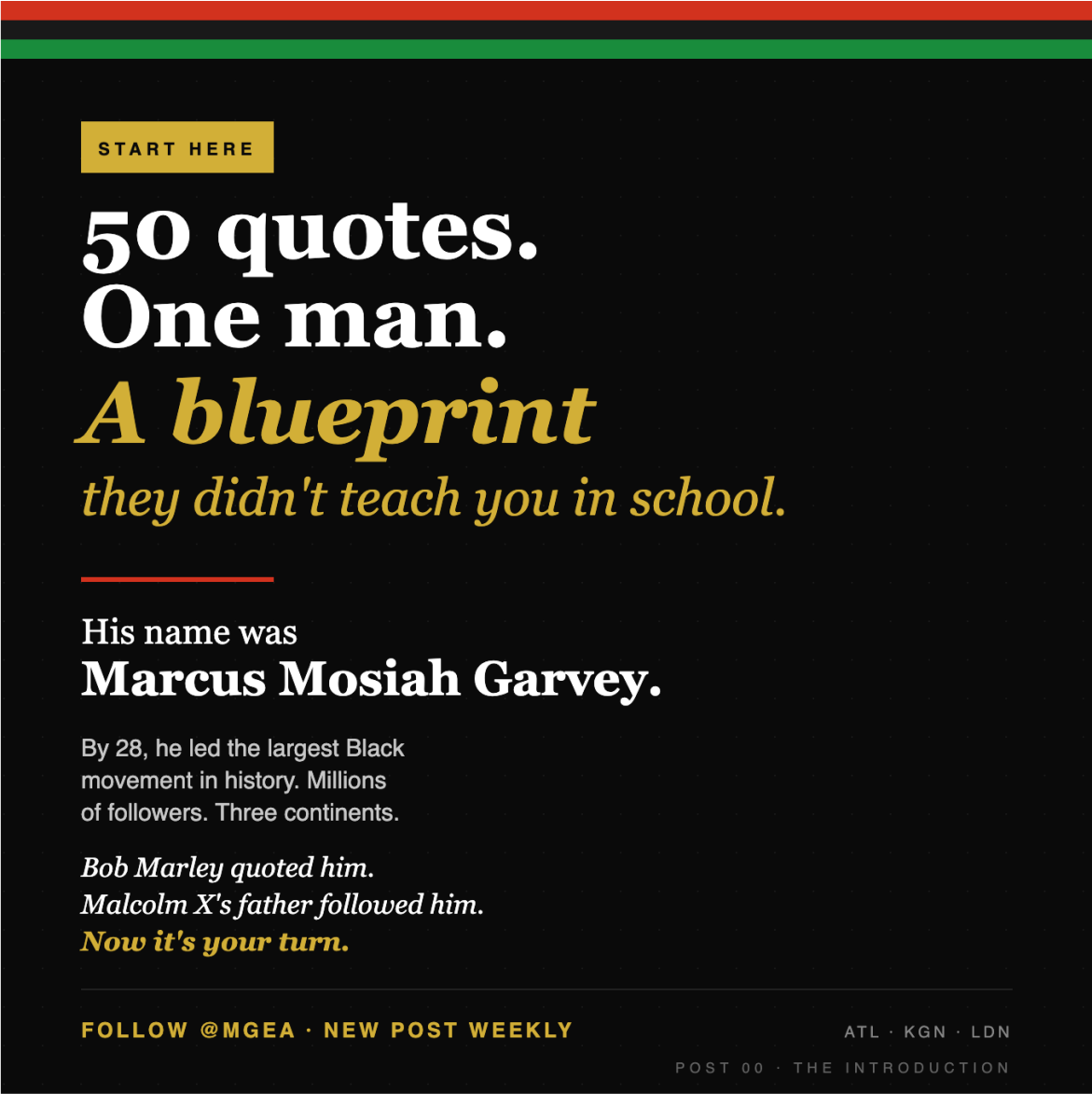
- Post 25 ("Africa for the Africans") — three cities, each with their own "this is what this means here" framing
- Post 47 ("The greatest weapon used against the Negro is disorganization") — particularly resonant when you can point to local organizing histories (Atlanta civil rights, Kingston independence, London Brixton uprising)
- Post 50 ("We are descendants of a suffering people") — closing post of the campaign, multi-city version drives the unity message home

Want me to:

1. **Build the carousel multi-slide format** — showing what slides 2, 3, 4 look like when one post is a swipeable story
2. **Design the launch / pinned post** — the first thing MGEA posts to introduce the campaign
3. **Mock the Lagos and Accra extensions** — since this campaign could reasonably expand to West African diaspora audiences too
4. **Write the platform-specific caption copy** for the posts I've designed so far (Instagram, TikTok, Facebook versions)

Design for the launch / pinned post

The launch post is the most important single piece of this campaign. It's the first impression, the explainer, and the pinned anchor that every new follower will see first. It has to answer three questions in under two seconds of scroll time: *what is this*, *who is it for*, and *why should I care*.



That's the static pinned post. But the launch should actually be a **two-part moment** — the pinned single image above, plus a **launch carousel** that gives people the full pitch when they swipe. Let me build slide 2 of that carousel, which is where the real conversion happens.

THE LINEAGE

You already know the people he made *possible.*



1914

Marcus Garvey founds the UNIA

Jamaica · Largest Black movement in history



1925

Earl Little organizes for Garvey

His son will be born and named Malcolm.



1957

Ghana's flag flies in Garvey's colors

Nkrumah credits him. African independence begins.



1980

Bob Marley quotes him on Redemption Song

"Emancipate yourselves from mental slavery..."



TODAY

You meet him for the first time.

Better late than never.

And the closing slide — the actual call to action, where you tell people what to do next:

WHAT YOU'LL LEARN

Seven things Garvey can teach *your generation:*

- 1 Education
- 2 Optimal Psychology
- 3 Health & Wellness
- 4 Creativity & Authenticity
- 5 Workforce Development
- 6 Economic Development
- 7 Community & Leadership

YOUR MOVE

Follow @MGEA · Tag a friend who needs this

SLIDE 3 OF 3 · THE BEGINNING

That's the full launch package — a three-slide carousel that does real work.

How the three slides function together:

The first slide is the hook. A teen scrolling past needs to stop in under two seconds, so it leads with "50 quotes. One man. A blueprint they didn't teach you in school." That last line is the conversion bait — it positions MGEA as the source of something their school system failed to give them. The three name-drops at the bottom (Bob Marley, Malcolm X's father, "now it's your turn") create the bridge from people they know to a person they don't.

The second slide does the historical heavy lifting. The timeline format is intentional — it makes Garvey's influence visible at a glance instead of asking teens to read a paragraph. Five data

points, color-coded to the Pan-African flag, ending with "Today: You meet him for the first time. Better late than never." That last line is the campaign's whole emotional pitch in seven words.

The third slide is the conversion. The seven pillars get listed with numbered badges, then the gold CTA bar at the bottom tells people exactly what to do: follow, tag, share. Notice the badge colors cycle through red/gold/green — that's the Pan-African flag broken into the pillars themselves, so visually the brand system stays unified even when you're listing program areas.

Caption copy for the launch post:

Here's what I'd write under it on each platform. The caption is doing as much work as the image.

Instagram caption:

"None but ourselves can free the mind." — Marcus Garvey, 1937.

Bob Marley made that line famous on *Redemption Song*. Marcus Garvey wrote it 43 years earlier.

For the next 12 weeks, we're posting 50 quotes from the man who built the largest Black movement in history. Quotes on education, on confidence, on building your own. Quotes that shaped Malcolm X's father, that inspired Ghana's independence, that still hit in 2026.


Most of you have never heard his name. That's exactly the point.

↓ Swipe to see why this matters ↓ Follow to get all 50 ↓ Tag the friend who needs this most

Atlanta · Kingston · London · everywhere we are

#MarcusGarvey #MGEA #BlackHistoryEveryday #PanAfricanism
#UpYouMightyRace #BlackYouth #JamaicaToTheWorld #BlackBritish

TikTok caption (shorter, punchier):

the man who taught Bob Marley what to say. 50 quotes, 12 weeks. you've never heard of him? exactly. follow @MGEA 

Facebook caption (longer, slightly more formal, since FB skews older — parents and grandparents who *will* know Garvey):

Today, the Marcus Garvey Education Academy launches a campaign to introduce a new generation to one of the most consequential thinkers of the 20th century.

Over the next 12 weeks, we will share 50 of Marcus Garvey's most powerful quotes — organized around seven pillars of growth: education, psychology, health, creativity, workforce, economics, and community leadership.

Our audience: Black youth aged 14-19, in the United States, Jamaica, and the United Kingdom. Many of them have never heard his name. We intend to change that.

If you grew up knowing who Marcus Garvey was, this campaign is for the young people in your life who didn't. Share it with them. Follow along. The work continues.

A few production notes for your designer:

The slide 1 typography reads big and bold on a 6-inch phone screen — that was a deliberate choice. Some of the other 50 posts can afford to be more typographically delicate, but the launch post cannot. It has to survive being scrolled past at high speed in a feed full of dancing, food, and drama. The Pan-African color bars at the top of slides 1 and 3 are the campaign's signature element — they should appear on the launch post but more sparingly on individual quote posts so they retain meaning.

The timeline dates on slide 2 should be fact-checked one more time before publishing. The Earl Little detail (Malcolm X's father being a UNIA organizer) is historically documented, but the specific year I used is approximate. Your team should verify exact dates with primary sources — for a launch post, accuracy matters more than poetry. The Ghana independence date (1957) and *Redemption Song* date (1980) are solid.

For the carousel on Instagram specifically, you can also add a fourth slide that's just a clean, full-bleed Pan-African flag with the MGEA logo centered — a "you've reached the end, now do something" landing slide. It costs nothing to produce and gives the carousel a visual punctuation mark.