



Social Media Toolkit

U.S. Department of State | Bureau of Educational and Cultural Affairs
Public Affairs and Strategic Communications | **Digital Communications Division**

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Summary

Introduction

International Education Week (November 17-21) is an opportunity to celebrate the benefits of international education and exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of our efforts to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences in the United States.

Daily themes (which will have corresponding DipNotes), as well as the official ECA events (in EST), are as follows:

MONDAY - Open Doors Statistics

9:30am: Open Doors Briefing at the National Press Club

TUESDAY - President's 100,000 Strong Initiative - Strengthening ties between the U.S. and countries around the world, advancing U.S. foreign policy goals.

100,000 Strong Americas Webchat – Brazil (Embassy-led)

4:00pm: NAFSA Presidential Panel Discussion

WEDNESDAY - Youth and Girls Empowerment - Creating and sustaining a more democratic, secure, and prosperous world that benefits us all.

4:00am – 4:00pm: EducationUSA Virtual College Fair

Webinar for American English teachers: “Using Comics in the EFL Classroom”

12:00pm: Foreign Policy Classroom with Anthony Koliha

THURSDAY - Entrepreneurship - Preparing students for the globalized 21st century workforce and supports strong economies in the U.S. and around the world.

8:00am - Webchat on American English Programs

10:00am: EducationUSA IIP Interactive webinar on College Classroom Culture

Launch of IEW BuzzFeed Quiz “In Which Country Should You Study?”

FRIDAY - Climate Change - Developing relationships between people and communities in the U.S. and around the world that are necessary to solve global challenges.

12:00pm: Reddit “Ask Me Anything” (AMA) with A/S Evan Ryan



Hashtags and Handles

IEW2014 @ECAatState | @ECA_AS | @USEdGov | @PeaceCorps

Links

For use on Facebook: <http://go.usa.gov/A6fT>

For use on Twitter: <http://go.usa.gov/A6fm>



Monday, November 17

-  International education is for everyone. It benefits both the American people and the int'l community. <https://flic.kr/p/pZc2x7> #IEW2014
-  International education is for everyone. Find out how you can #StudyAbroad with @StateDept today: <http://owl.li/E8Yg8> #IEW2014
-  #IEW2014, a @StateDept-@USEdGov effort to highlight int'l education and exchange opportunities, is in its 15th year. <https://flic.kr/p/q2hFEX>
-  Celebrate #IEW2014 by sharing your story- tweet your experience! International education is for everyone. <http://go.usa.gov/A6fm>
-  Today at 9:30 EST, @ECAatState & @IIEGlobal release the #OpenDoors data on international education mobility. <http://go.usa.gov/A6fm> #IEW2014
-  .@StateDept international exchange programs build & sustain a democratic & prosperous world for all. <http://owl.li/E8Yg8> #IEW2014
-  Over the last 15 years, thousands of events have been held showcasing the benefits of international education & exchange. #IEW2014
-  International education builds and sustains a more democratic, secure, and prosperous world. <https://flic.kr/p/pZc2x7> #IEW2014
-  .@StateDept supports exchange programs that make #IntlEd accessible for all, representing a full diversity of int'l communities. #IEW2014
-  Help us spread #IEW2014! With each new photo, story, or RT, we hope to attract even more diverse students. <http://go.usa.gov/A6fm>
-  [Photo] Int'l exchange participants currently in the US on an #IVLP about "Education in the Digital Age" <https://flic.kr/p/p5JyQF> #IEW2014
-  International education is for everyone. Through language learning, youth & women's empowerment, entrepreneurship, and climate change awareness, we can make the world a more democratic and prosperous place. Join us in celebrating #IEW2014. <http://owl.li/E8Yg8> <https://flic.kr/p/pZc2x7>
-  Today the annual Open Doors data on international education mobility will be released. Watch the release, and following discussion live at 9:30am EST: <http://go.usa.gov/A6fT> #IEW2014 | <https://flic.kr/p/hxngki>



Tuesday, November 18

-  #IEW2014 Day 2 features a webchat w/@EmbaixadaEUA & 3 int'l students from/in Brazil, and @NAFSA panel discussion. <https://flic.kr/p/pJUai7>
-  President Obama's #100KStrongAmericas Initiative is right in line with the goals of #IEW2014. <http://owl.li/E8ldl>
-  "When we study together, we learn together, we work together, and we prosper together." #IEW2014 #100KStrongAmericas <http://owl.li/E8ldl>
-  We encourage more U.S. students to participate in education abroad, and welcome int'l students to the U.S. <http://go.usa.gov/A6fm> #IEW2014
-  To find an opportunity that's right for you- whether you're leaving or coming to the US, visit @ECAatState: <http://go.usa.gov/AwT3> #IEW2014
-  Register for International Students Day (Nov. 19) & get personal advice from #EducationUSA advisers. #UStudy #IEW2014 <http://goo.gl/Fy8yms>
-  #EdTech is an emerging export opportunity, with global spending expanding from \$52.5 billion in 2010 to \$108.8 billion in 2013. #IEW2014
-  For over 50 years, #education has been the largest #PeaceCorps sector, representing 40% of all Volunteer positions. [@PeaceCorps + #IEW2014]
-  .@PeaceCorps is celebrating Int'l Education Week w/a Map Mural Challenge! Join the celebration here: <http://on.fb.me/1txtSVt> #IEW2014 #RPCV
-  "When we study together, we learn together, we work together, and we prosper together." – President Obama on #100KStrongAmericas (<http://owl.li/E8lZi>), and international education. #IEW2014 | <https://flic.kr/p/jeFeoN>
-  To find an international opportunity that's right for you- no matter your age or where you're from- check out the [Exchange Programs at State](http://go.usa.gov/AwT3): <http://go.usa.gov/AwT3> | <https://flic.kr/p/pVVeii>
-  Study Abroad Trivia! Submit your answers as soon as possible. We'll post the correct answer in the comments tonight. TRUE or FALSE: A passport is required for international air travel. **(Answer to be shared in comments)**
TRUE! A passport is required for international air travel! Learn more at <http://travel.state.gov>
-  Don't miss your opportunity to chat with U.S. colleges and universities and get valuable information



from [EducationUSA](#) advisers tomorrow, November 19th, during International Students Day. Sign up for the free college fair here: <http://goo.gl/pE5B4k> #IEW2014 | <https://flic.kr/p/oetvhq>



Wednesday, November 19

-  Today is International Students Day! Tune in to the virtual fair now: <http://goo.gl/Fy8yms> #UStudy #IEW2014 <https://flic.kr/p/oetvhq>
-  If you're an English language learner, join our "15 Fun Tips from #AmericanEnglish" webchat tomorrow 8am EST <http://bit.ly/learnAE> #IEW2014
-  For anyone interested in learning English, join "15 Fun Tips from #AmericanEnglish" webchat Nov 20, 8am EST: <http://bit.ly/learnAE> #IEW2014
-  The global community can achieve greater understanding of one another's values & views through int'l education. #IntlEd matters. #IEW2014
-  Joy Buolamwini, #Fulbright #ExchangeAlumni, Promoted Girls' #STEM Education at this year's @ClintonGlobal: <http://owl.li/E8TxD> #IEW2014
-  Int'l education is for everyone. #PeaceCorps Vols promote gender empowerment & equitable teaching practices for girls & boys. #IEW2014
-  In academic year 2012-2013, women comprised of 44% of all int'l students in the US. <http://go.usa.gov/A6fm> #IEW2014
-  Join @ECA_AS tomorrow, 12pm EST, as she participates in her first-ever @Reddit_AMA. What will you ask her? <https://flic.kr/p/mt44KG> #IEW2014
-  Did you know? 1 in 3 returned @PeaceCorps volunteers pursue a career in education. #RCPVs #IEW2014 <https://flic.kr/p/a1ErzA>
-  Over the last 15 years, thousands of events have been held around the world, showcasing the benefits of international education & exchange. How are you celebrating #IEW2014? Share your photos on the [International Education Week Facebook page](#). <https://flic.kr/p/pZc2x7>
-  Are you interested in studying in the U.S.? [EducationUSA](#) has a free virtual college fair just for international students, and it's open today! Take a look: <http://goo.gl/pE5B4k> #IEW2014
-  Learn English with US! 15 Fun Tips from [American English at State](#). Are you looking for tips on how to learn English? Join our webchat tomorrow, Thursday, November 20th at 8:00 a.m. EST. We will share 15 different approaches to learning English. <http://bit.ly/learnAE> #IEW2014 | <https://flic.kr/p/osFZPx>



Thursday, November 20

-  Learning English? Join “Learn English with US! 15 Fun Tips from #American English” webchat Nov. 20, 8am EST: <http://bit.ly/learnAE> #IEW2014
-  Which Country Should YOU Study In? Take #IEW2014’s very own @BuzzFeed quiz and find out! <http://goo.gl/mZhBmJ> <https://flic.kr/p/jDiHno>
-  Connecting countries through international education helps to open markets and increase trade. #IEW2014 <https://flic.kr/p/o5DNyp>
-  Int'l students contribute more than \$24 billion to the U.S. economy annually [accord. to @CommerceGov]. #IEW2014 <https://flic.kr/p/oz4bfW>
-  Tomorrow, Nov.21 at 12pmEST, @ECA_AS participates in her 1st-ever @Reddit_AMA to talk about #IEW2014 and... anything! <http://owl.li/E8w5C>
-  A crowded train in India spawned the creation of @MillennialTrain, a journey for budding entrepreneurs: <http://owl.li/E8TSX> #IEW2014
-  International education makes sense (& cents). Studies show that an int'l experience is increasingly valued by employers. #IEW2014
-  International education prepares students for today’s globalized economy, & supports strong economies in the US & around the world. #IEW2014
-  Did you know? International students contribute more than \$24 billion to the U.S. economy annually, according to the U.S. Department of Commerce. #IEW2014 <http://go.usa.gov/A6fm> | <https://flic.kr/p/oz4bfW>
-  International education makes cents! Studies show that employers in the global economy increasingly value an international experience. Have you found this to be true? <http://go.usa.gov/A6fm> #IEW2014 | <https://flic.kr/p/q2hFEX>
-  Which country should YOU study in? Take this #IEW2014 exclusive BuzzFeed quiz to find out. Let us know in the comments which country you got. <http://goo.gl/iWR2hA> <https://flic.kr/p/oP3YQd>
-  [Exchange Programs at State](#) Assistant Secretary Evan Ryan says, “Ask me anything!” and invites you to join her [Reddit AMA](#) tomorrow, 12pm EST. She’ll be highlighting #IEW2014, but it’s an open forum. Join



us! <http://owl.li/E901x> | <https://flic.kr/p/mt44KG>



Friday, November 21

-  .@StateDept strongly supports increased American #StudyAbroad & encourages it with programs such as @FulbrightPrgrm, @GilmanProgram #IEW2014
-  It's @ECA_AS's Reddit AMA day! Join at 12pm EST to learn more about #IEW2014, her job & more. <http://owl.li/E8w5C> <https://flic.kr/p/mt2Kxa>
-  Fast Fact: Last year, @PeaceCorps Education Volunteers reached over 1 million people around the world through education programs. #IEW2014
-  Int'l education creates and sustains a more democratic, secure, and prosperous world that benefits us all. #IEW2014 <https://flic.kr/p/nSV1W1>
-  Those who #StudyAbroad develop an understanding of other values & perspectives, which stays with them for the rest of their lives. #IEW2014
-  Iraqi Institute for Conservation of Antiquities educates by inviting professionals to share their expertise. <http://owl.li/E8T63> #IEW2014
-  International education develops the relationships between people around the world that are necessary to solve global challenges. #IEW2014
-  What do you get when you combine #ClimateChange & Int'l Exchange? @FulbrightArctic: <http://owl.li/E8UOi> #IEW2014 <https://flic.kr/p/pLLCTD>
-  Traveling abroad? Enroll in @TravelGov's STEP so U.S. Embassies & Consulates know where you're going: <http://step.state.gov/step/> #PP2TW #IEW2014
-  Today's the day! At 12pm EST, [Exchange Programs at State](#) Assistant Secretary Evan Ryan will begin her [Reddit AMA](#) (only the 2nd-ever official [U.S. Department of State](#) AMA). She's highlighting #IEW2014, but it's an open forum for any questions. Join us! <http://owl.li/E901x> | <https://flic.kr/p/mt44KG>
-  Those who study abroad develop an understanding of other values and perspectives, which stays with them for the rest of their lives. #IEW2014 | <https://flic.kr/p/g8ZaXc>
-  This #IEW2014, we hope to see more diverse students, more diverse locations of study, and more diverse types of degrees and academic institutions. Now's your chance to take that 1st step and be one of those students. Discover International exchange opportunities today: <http://go.usa.gov/AwT3> | <https://flic.kr/p/g7kVsc>



[EMBARGOED until Nov. 17] Fast Facts

The following tweets include data from the upcoming Open Doors Report. This information is under strict embargo until the report is published at 9:30am EST, November 17.

INTERNATIONAL STUDENTS IN THE US

- 🐦 International student enrollment at U.S. institutions in Fall 2013 increased 7.5% from the previous year. #IEW2014
- 🐦 In '08/'09 academic year, ~200,000 int'l students enrolled in US institutions for the 1st time. By '13/'14, it went up to ~270,000. #IEW2014
- 🐦 In 2013/14, the number of international students in the US increased 8.1% to a record high of 886,052 students. #IEW2014
- 🐦 Last academic year, 4.2% of the total number of students enrolled in US #HigherEd were international students. #IEW2014
- 🐦 The top 5 countries of origin of int'l students in the US are: China, India, South Korea, Saudi Arabia, Canada. #IEW2014
- 🐦 Top 10 countries of int'l students in the US: China, India, S.Korea, Saudi Arabia, Canada, Taiwan, Japan, Vietnam, Mexico, Brazil. #IEW2014
- 🐦 Which US #HigherEd institutions have the most int'l students? Top 5: @NYUniversity, @USC, @Illinois_Alma, @Columbia, @LifeAtPurdue. #IEW2014
- 🐦 Where are all of the international students living in the US? Top 10 States: CA, NY, TX, MA, IL, PA, FL, OH, MI, IN. #IEW2014
- 🐦 Business, Engineering, and Math & Computer Sciences are the top 3 subjects for int'l students in the US. #IEW2014

US STUDENTS STUDYING ABROAD

- 🐦 #StudyAbroad numbers have tripled over the past 2 decades. In 2012/13, nearly 290,000 Americans studied abroad for academic credit. #IEW2014
- 🐦 The Top 10 #StudyAbroad Destinations for US Students are: UK, Italy, Spain, France, China, Germany, Costa Rica, Australia, Ireland. #IEW2014



-  #IEW2014 Jeopardy Clue: 12.5% of U.S. students who #StudyAbroad go to this European country. Answer: What is the United Kingdom?
-  U.S. students who go on #StudyAbroad choose to study #STEM, Social Sciences, and Business over other majors. #IEW2014
-  Are you one of the 2.2% of U.S. #StudyAbroad students who went to the Middle East or North Africa in 2012/13? Know anyone who did? #IEW2014
-  The majority (53%) of U.S. #StudyAbroad students choose to go to Europe. Why might that be? Would you? #IEW2014
-  The US #StudyAbroad Duration Breakdown: Short (summer/8-weeks or less) = 60.3%, Mid (quarter/semester) = 36.5%, Long (year) = 3.2%. #IEW2014

