



# International Education Week

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## Open Doors Report Highlights Social Media Toolkit



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INSTITUTE OF  
INTERNATIONAL  
EDUCATION

## SUMMARY

In celebration of International Education Week 2016 (IEW2016), the Institute of International Education's Open Doors program will release their 2016 Open Doors Report. Supported by a grant from the Bureau of Educational and Cultural Affairs at the U.S. Department of State, Open Doors is a comprehensive information resource on international students and scholars studying or teaching at higher education institutions in the United States, and U.S. students studying abroad for academic credit at their home colleges or universities.

## HASHTAGS & HANDLES

ECA on Facebook: [ExchangeProgramsAtState](#)

ECA on Twitter: [@ECAaState](#)

ECA on Instagram: [@ExchangeOurWorld](#)

Evan Ryan, Assistant Secretary of ECA, US Dept. of State on Twitter: [@ECA\\_AS](#)

Institute of International Education on Twitter: [@IIEGlobal](#)

\*Posts should include both #IEW2016 and #OpenDoorsReport if possible.

## IMPORTANT LINKS

- [Tutorial Video on how to translate the text in the graphics utilizing Canva](#)
- [Open Doors Website](#)

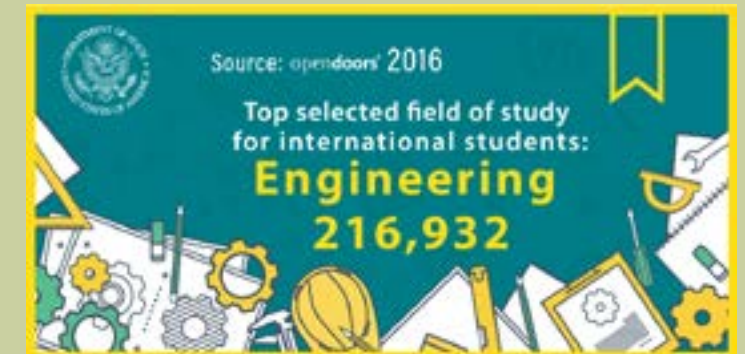
## TIPS FOR PARTNERS:

The 2016 Open Doors Report social media toolkit can help amplify program opportunities for international students who are interested in pursuing higher education in the United States, and inspire more U.S. students to consider study abroad programs. Share the posts as written or use the graphics as a hook for your own content that encourages potential students to pursue study in the United States or go abroad. Want to drive engagement? Allow your audience to take action by including links for resources and/or program opportunities on your organization's website or Facebook page, and remember to engage questions and comments on the post. Please include the hashtags #IEW2016 and #OpenDoorsReport so we can track the campaign and use the data to refine future content.

## TIPS FOR POST:

The 2015/16 Open Doors Report is a resource to highlight opportunities for international students to pursue study abroad programs in the United States, and direct traffic to Post programs that facilitate study in the United States. The content below is packaged to be shared as is or edited to engage local audiences. How can posts customize the content? Check out the tutorial video above and then use the links below to access editable graphic templates. Posts are also encouraged to use the content to steer local audiences to EducationUSA and other educational resources on post websites and with local partner organizations. Public Affairs Sections should coordinate with Economic, Consular, and USAID sections to promote information about student visas and link this campaign to mission integrated country strategy goals related to education, economic development, and travel to the United States.

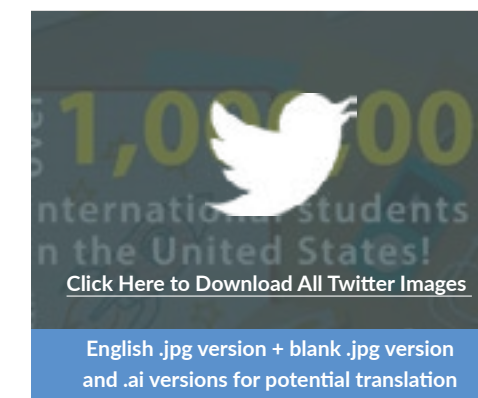
Example for Facebook & Twitter



*Checking into Facebook from a smartphone or computer? Your device was probably designed by a team of engineers. Did you know that the #1 field of study for international students in the United States is engineering? Last year, almost 217,000 international students pursued degrees in engineering at colleges and universities across the United States. Ready to apply to a school in the United States but worried about getting a student visa? Consular Officers from the U.S. Embassy will be available to answer your questions this Friday [event link]. Can't make the event? Submit your student visa question in the comments below. #IEW2016 #OpenDoorsReport*

Please remember to include the hashtags #IEW2016, and if using a graphic or post with Open Doors numbers include #OpenDoorsReport so we can track the campaign and use the data to refine future content.

## SOCIAL MEDIA POSTS:





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**\*Please note that all image numbers linked above correspond to the social media post numbers below.**

- 1 In 2015/16 over 1,000,000 international students studied in the United States #IEW2016 #OpenDoorsReport
- 2 International students now make up 5.2% of all higher education students in the United States #IEW2016 #OpenDoorsReport
- 3 International students studying in the United States increased by 7.1% in 2015/16 #IEW2016 #OpenDoorsReport
- 4 California, New York, and Texas hosted the most international students (345,828) #IEW2016 #OpenDoorsReport
- 5 China, India, and Saudi Arabia together account for more international students than all other countries combined #IEW2016 #OpenDoorsReport
- 6 India saw the greatest increase in international students studying in the United States: 24.9%, or 33,030 more students #IEW2016
- 7 New York University hosted the most international students in 2015/16 (15,543) #IEW2016 #OpenDoorsReport
- 8 Undergraduate international student numbers increased the most: 7.1% in 2015/16 #IEW2016 #OpenDoorsReport
- 9 The top selected field of study for international students in the United States was engineering (216,932) #IEW2016 #OpenDoorsReport
- 10 International students studying math and computer science increased by 25.4% in 2015/16 #IEW2016 #OpenDoorsReport
- 11 U.S. students studying abroad in Greece increased 18.3% to 3,628 #IEW2016 #OpenDoorsReport
- 12 54.5% of U.S. students studying abroad attended European institutions of higher education #IEW2016 #OpenDoorsReport
- 13 A record 313,415 U.S. students studied abroad in 2015/16 #IEW2016 #OpenDoorsReport
- 14 In 2014/15, 27.1% of U.S. students who studied abroad identified as racial or ethnic minorities #IEW2016 #OpenDoorsReport
- 15 The top major field of study for U.S. study abroad students was Science, Technology, Engineering & Math (STEM): 23.9% (75,065) #IEW2016 #OpenDoorsReport
- 16 In 2014/15, 313,415 U.S. students studied abroad for academic credit, an increase of 2.9%.

## FOCUS COUNTRIES:

### China :

- 17 Chinese students represent the largest group of international students in the United States #IEW2016 #OpenDoorsReport
- 18 328,547 Chinese students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport
- 19 Chinese students make up 31.5% of all international students in the United States #IEW2016 #OpenDoorsReport
- 20 12,790 U.S. students studied abroad in China in 2014/15 #IEW2016 #OpenDoorsReport
- 21 Students from China and India together accounted for 83.5% of the growth in international students #IEW2016 #OpenDoorsReport
- 22 China remains the only non-European country in the list of top 5 study abroad destinations for U.S. students #IEW2016

### India :

- 23 165,918 Indian students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport
- 24 4,438 U.S. students studied abroad in India in 2014/15 #IEW2016 #OpenDoorsReport
- 25 India experienced the largest growth in students studying in the United States in 2015/16: 24.9% or 33,030 #IEW2016 #OpenDoorsReport

### Japan :

- 26 19,060 Japanese students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport
- 27 6,053 U.S. students studied abroad in Japan in 2014/15 #IEW2016 #OpenDoorsReport

### Colombia :

- 28 7,815 Colombian students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport

### Nepal :

- 29 9,662 Nepalese students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport
- 30 Nepal had the second highest increase of international students to the United States: 18.4% or 1,504 more students #IEW2016 #OpenDoorsReport

### Nigeria :

- 31 10,674 Nigerian students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport

### Saudi Arabia :

- 32 61,287 Saudi students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport

### Spain :

- 33 6,640 Spanish students studied in the United States in 2015/16 #IEW2016 #OpenDoorsReport
- 34 28,325 U.S. students studied abroad in Spain in 2014/15 #IEW2016 #OpenDoorsReport

### Cuba :

- 35 There was a strong increase in U.S. students going to Cuba in 2014/15. #IEW2016 #OpenDoorsReport

