Open Doors Report Highlights
Social Media Toolkit
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 #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.

SOCIAL MEDIA POSTS:

Click Here to Download All Facebook/Instagram Images

English .jpg version + blank .jpg version and .ai versions for potential translation

Click Here to Download All Twitter Images

English .jpg version + blank .jpg version and .ai versions for potential translation
In 2015/16 over 1,000,000 international students studied in the United States #IEW2016 #OpenDoorsReport

International students now make up 5.2% of all higher education students in the United States #IEW2016 #OpenDoorsReport

International students studying in the United States increased by 7.1% in 2015/16 #IEW2016 #OpenDoorsReport

California, New York, and Texas hosted the most international students (345,828) #IEW2016 #OpenDoorsReport

China, India, and Saudi Arabia together account for more international students than all other countries combined #IEW2016 #OpenDoorsReport

India saw the greatest increase in international students studying in the United States: 24.9%, or 33,030 more students #IEW2016

New York University hosted the most international students in 2015/16 (15,543) #IEW2016 #OpenDoorsReport

The top selected field of study for international students in the United States was engineering (216,932) #IEW2016 #OpenDoorsReport

India had the second highest increase of international students to the United States: 18.4% or 1,504 more students #IEW2016 #OpenDoorsReport

Chinese students represent the largest group of international students in the United States #IEW2016 #OpenDoorsReport

Chinese students make up 31.5% of all international students in the United States #IEW2016 #OpenDoorsReport

A record 313,415 U.S. students studied abroad in 2015/16 #IEW2016 #OpenDoorsReport

Students from China and India together accounted for 83.5% of the growth in international students #IEW2016 #OpenDoorsReport

China remains the only non-European country in the list of top 5 study abroad destinations for U.S. students #IEW2016

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