



International Education Week

SOCIAL MEDIA CONTENT
November 14-18, 2016



SUMMARY

International Education Week (IEW) 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 promotes programs that attract future leaders from the United States and abroad to study, learn, and exchange experiences.

This year's theme is Empowering Youth through International Education.

The State Department's Bureau of Educational and Cultural Affairs has many resources available for you to help enhance your local IEW events and promotion. Check out the [IEW Website](#) to [post your events](#) and see what is planned around the world. We need to encourage people in all countries to seek out educational experiences and develop the knowledge and skills needed to address international challenges.

HASHTAGS & HANDLES

#IEW2016

ECA on Facebook: [ExchangeProgramsAtState](#)

ECA on Twitter: [@ECAaState](#)

U.S. State Department on Facebook: [USDOS](#)

U.S. State Department on Twitter [@StateDept](#)

ECA on Instagram: [@ExchangeOurWorld](#)

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

U.S. Department of Education on Twitter: [@USEdGov](#)

U.S. Department of Education on Facebook: [ED.gov](#)

IMPORTANT LINKS

[ECA Main IEW Page](#)

[Flickr Album for Social Media Images](#)

[Facebook Event](#)

[Search for IEW Events](#)

[Add IEW Event](#)

[IEW Video](#)

OPEN PROGRAM APPLICATIONS FOR U.S. CITIZENS

Share the following posts for programs with open applications for U.S. citizens on social media.

- U.S. College Students: Choose from 14 in-demand languages and #studyabroad with the Critical Language Scholarship. Apply by Nov. 16 <https://goo.gl/uDs6JF> | [Image](#)
- U.S. College Students: Learn a new language and #studyabroad with the YES Abroad program. Apply by Dec. 1 <https://goo.gl/JrxTyb> | [Image](#)
- U.S. College Students: Live and learn in Germany with the Congress-Bundestag Youth Exchange. Apply by Dec. 1 <https://goo.gl/ZKkXzU> | [Image](#)

CUSTOMIZE YOUR FACEBOOK PROFILE

- Customize your profile picture with an #IEW2016 overlay
- Share the link using the suggested text below:
International Education Week promotes educational exchange around the world.
Celebrate #IEW2016 by giving your profile picture a new look!
- Change your cover flow. Download the image here.

VIRTUAL COLLEGE FAIR SOCIAL MEDIA POSTS

- International Students: sign up now for the #EducationUSA Virtual College Fair to be held on Nov. 16 #IEW2016
<https://goo.gl/mgSLmj> | Graphics: [Facebook](#)/[Instagram](#), [Twitter](#)
- Considering earning a degree in the U.S.? Sign up now for the #EducationUSA Virtual College Fair on Nov. 16 #IEW2016
<https://goo.gl/mgSLmj> | Graphics: [Facebook](#)/[Instagram](#), [Twitter](#)

OPEN DOORS REPORT SOCIAL MEDIA POSTS

- Open Doors Monday, Nov. 14 @IIEGlobal & @ECA_AS will release the latest #studyabroad #intled statistics. #IEW2016
<https://goo.gl/3LgMmG>
- New #studyabroad/#intled stats coming Nov 14 #IEW2016!
<https://goo.gl/wvslDs>

CITIZEN DIPLOMACY CHALLENGE SOCIAL MEDIA POSTS

Promote the Citizen Diplomacy Challenge during IEW. [Download Graphics](#) to use with your posts.

- U.S. State Department exchange alumni from the United States can [participate in the Citizen Diplomacy Challenge](#) from now through November 18th for a chance to win a professional development trip to Washington, D.C. and other prizes! #IEW2016 #CitizenDiplomacyChallenge | Graphics: [Facebook](#) / [Instagram](#)
- By participating in the Citizen Diplomacy Challenge, American #ExchangeAlumni can win a trip to DC: <https://goo.gl/VGj6FB> #StudyAbroadBecause | Graphic: [Twitter](#), [Facebook](#)
- Why did you study abroad, American #ExchangeAlumni? Tell us & you might win a trip to DC: <https://goo.gl/VGj6FB>! | Graphic: [Twitter](#), [Facebook](#)

FIND AND SUBMIT#IEW2016 EVENTS

- Want to celebrate #IEW2016 but don't know how? Search for [events near you](#).

PROMOTE THE #IEW2016 VIDEO

- Download the [video file](#) and upload to Facebook or share from [YouTube](#) or [Vimeo](#) on Twitter
- Learn how to [Translate .SRT Closed-Captioning Files for Facebook Video](#)

OTHER IDEAS FOR SOCIAL MEDIA

- Post a picture of your favorite international cuisine or a photo from your time studying abroad with #IEW2016
- Share an GIF on social media [Instagram version 1](#) / [Instagram version 2](#) / [Facebook Overlay](#) / [Snapchat Filter](#)
- Learn to say "Happy International Education Week" in another language and share the video with #IEW2016
- Get more ideas [here](#).

GENERAL SOCIAL MEDIA POSTS

Use the posts below to promote IEW on social media. Provided below are several graphics sized for each version. To customize them for your language, download the .psd files ([Facebook](#) / [Twitter](#) / [Instagram](#)) and follow the [design guide](#).

- Celebrate #IEW2016! Watch this video to learn how. | Video Links: [YouTube](#) / [Vimeo](#)
- November 14-18 is International Education Week. Join @StateDept, @USEdGov & more in celebration with #IEW2016. <https://goo.gl/u3wF4t> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Educational exchanges broaden perspectives, improve cross-cultural skills, and boost career opportunities. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- The theme of #IEW2016 is “Empowering Youth Through International Education.” Learn more: <https://goo.gl/u3wF4t> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- International education develops skills that are necessary to succeed in the 21st century global community. #IEW2016 <https://goo.gl/u3wF4t> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Start your next adventure today. Find a @StateDept international exchange program that’s right for you. #IEW2016 <http://go.usa.gov/cYFxz> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Join #IEW2016 to celebrate the benefits of international education and exchange worldwide. <https://goo.gl/u3wF4t> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- #IEW2016 recognizes and celebrates the benefits of international education and exchanges. <https://goo.gl/u3wF4t> | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Students who #studyabroad become aware of a world beyond their borders. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- International education builds and sustains a more democratic, secure, and prosperous world that benefits the global community. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Young Americans- our next generation of leaders- must be given the international skills they need to succeed in the 21st century. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- An international education is for everyone. RT if you agree, and to show your support for #IEW2016! | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- The more people study abroad, the more discoveries are made, & the better we can tackle global challenges. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- International exchanges prepare students for a global environment & attracts future leaders to study, learn and share. #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Post a picture of your favorite international cuisine or a photo from your time studying abroad with #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)
- Learn to say “Happy International Education Week” in another language and share the video with #IEW2016 | Graphics: [Facebook](#) / [Twitter](#) / [Instagram](#)

ATTEND THE FACEBOOK EVENT

On Facebook, select “Going” on the [event page](#), then share the event on your page.

Suggested text:

- #IEW2016 prepares students for a global environment and attracts future leaders from all over the world to study, learn, and exchange experiences. Join the event!
- Celebrate educational exchanges during International Education Week! Join the event for more information. #IEW2016