



International Education Week

NOVEMBER 13-17

SOCIAL MEDIA TOOLKIT

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 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. We encourage the participation of all individuals and institutions interested in international education and exchange activities. Below are social media posts to promote the initiative in general and links to design assets to support individual event promotion.

HASHTAGS & HANDLES

#IEW2017

- Facebook: @ExchangeProgramsAtState, @USDOS, @Ed.gov, @TravelGov, [Facebook Event](#)
- Twitter: @ECAatState, @ECA_AS, @StateDept, @USEdGov, @TravelGov, @GoGlobalEd
- Instagram: @ExchangeOurWorld, @StateDept, @usedgov

Important Links

- [Social Assets](#) (Facebook, Twitter, Instagram, and videos)
- [Design Guide](#) (includes logos)
- Website: IEW.state.gov



SAMPLE POSTS

November 13-17 is International Education Week. Join us to celebrate #IEW2017 by sharing the impact of exchanges. iew.state.gov

Around the world, schools and organizations are hosting events for #IEW2017. See if there is an event near you: bit.ly/iew2017events

Are you hosting an event to celebrate #IEW2017? Add it to @ECAatState's global database of events: bit.ly/SubmitIEW

Want to study in the United States? This #IEW2017, sign up for @EducationUSA's online college fair on November 15. EdUSA.CollegeWeekLive.com [Twitter graphic](#) [Facebook graphic](#)

Will you be celebrating #IEW2017 with us in November? Tell your friends that you are "going" on Facebook. bit.ly/IEW2017fb

This #IEW2017, find an @ECAatState international exchange program that's right for you. exchanges.state.gov

To launch #IEW2017 on Nov 13, @IIEGlobal & @ECAatState will release the latest study abroad and #intled statistics. bit.ly/OpenDoors17

During #IEW2017, show your support for international education by adding this overlay to your Facebook profile picture. bit.ly/IEWoverlay

Are you or a friend studying abroad? Join us in creating a #20Questions video to share your #intled experience. #IEW2017 [YouTube video](#) [behind the scenes photo](#)

