

American Spaces Social Media
Digest

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**BUREAU OF EDUCATIONAL AND
CULTURAL AFFAIRS**

June 2024

Engage & Grow
(Social Media Playbook)

Welcome back to **Engage & Grow!**

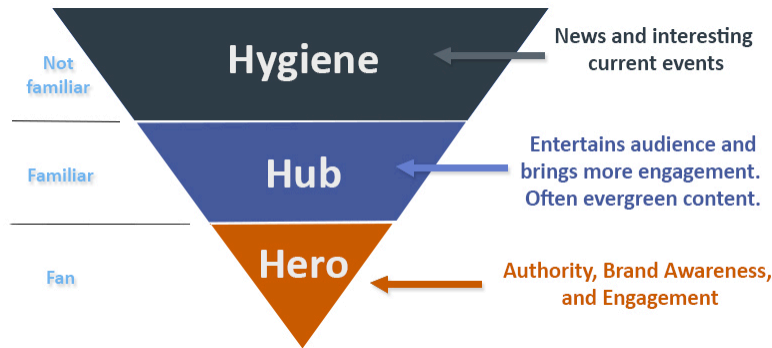
This newsletter gives you the essential tools to boost our social media presence. Inside, you'll find dynamic visuals, trending hashtags, and compelling messages to help you build vibrant online communities and increase engagement.

This month, let's use our creativity and dedication to take our social media to new heights. We encourage you to not only read these insights but also share your own successes, challenges, and innovative strategies with us. Your contributions help us all learn and grow together.

Let's explore this month's updates and strategies to keep our digital presence exciting and inspiring. Let's dive in and make this month as successful as ever!

Tip of the Month

This month let's dive into the world of content and its role in guiding our two audiences (identified in [last month's edition](#)) through the conversion funnel. Picture the conversion funnel as a pathway guiding individuals from initial awareness to eventual action.



At the top of the funnel, we have the awareness stage, where our goal is to capture attention and introduce our brand or message. Here, [Hygiene](#) content shines, providing valuable information and addressing common questions.

In the middle of the funnel, we enter the consideration stage, where our audience is evaluating options and seeking deeper engagement. [Hub](#) content plays a key role here, offering more in-depth resources and building trust.

Finally, at the bottom of the funnel, we reach the decision stage, where our audience is ready to take action. [Hero](#) content takes center stage, driving excitement and urgency to work with us.

By understanding these content types and their place in the conversion funnel, we can tailor our content to effectively guide our audiences towards meaningful interactions, eventually making them a part of our [alpha audience](#).

What social media platforms do each of these audience groups frequent in your country? Let us know at americanspaces@state.gov.

June

As we embark on the journey through June, we embrace a vibrant tapestry of cultural celebrations and global observances. This month is **Pride Month**, recognizing **LGBTQIA+** and celebrating the diverse spectrum of identities within our communities. Additionally, we are highlighting the U.S. Caribbean heritage during **National Caribbean American Heritage Month**, recognizing the contributions of Caribbean Americans to U.S. society.

June's calendar is filled with significant global events, from the **Global Day of Parents** on June 1st to the **International Day of Parliamentarism** on June 30th. We also commemorate important causes, such as **World Bicycle Day** on June 3rd and **World Environment Day** on June 5th, underscoring our commitment to environmental sustainability.

Throughout the month, let's raise awareness for vital issues, including **World Day Against Child Labor** on June 12th and **World Refugee Day** on June 20th. We also stand in solidarity on significant days like **Juneteenth** on June 19th, honoring the emancipation of enslaved African Americans, and **International Day for the Elimination of Sexual Violence in Conflict** on the same day, reaffirming our commitment to justice and equality.

As we celebrate milestones like **Father's Day** on June 16th and **World Music Day** on June 21st, let's also reflect on pressing challenges, such as **International Widows' Day** on June 23rd and **International Day against Drug Abuse and Illicit Trafficking** on June 26th.

Join us in amplifying our voices and spreading awareness by using these hashtags throughout June: #PrideMonth #LGBTQPrideMonth #CaribbeanAmericanHeritage #FlagDay #Juneteenth #FirstDayOfSummer. Let's come together to celebrate diversity, promote inclusivity, and advocate for positive change in our communities and beyond.

Please consult with your REPS and/or your local Public Diplomacy Section for advice about current Department of State social media posture or specific situations. Thank you.

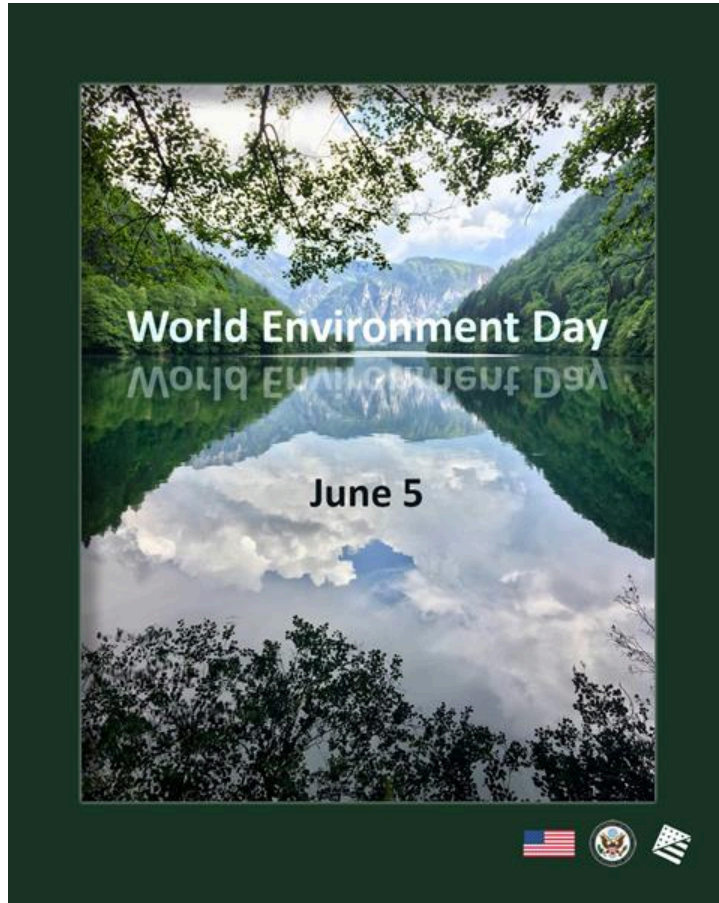
Digital assets for use by social media managers for American Spaces are available from the [albums in the American Spaces Facebook group](#). We currently have images for formatted for Facebook and Instagram for upcoming themes and you can customize the assets to fit your local community's needs.

June Observances

#PrideMonth #LGBTQPrideMonth



#WorldEnvironmentDay



#InternationalBikeWeek



International Bike Week (June 5 - 11)



#Juneteenth





Continued

#PrideMonth #LGBTQPrideMonth



#WorldEnvironmentDay



#InternationalBikeWeek





The above images are not at full resolution when viewing on mobile devices, so please download these images and others from the [albums in the American Spaces Facebook group](#).

Please also see the toolkit that the **Bureau of Oceans and International Environmental and Scientific Affairs (OES)** developed for social media for the observance of World Ocean Day ([Toolkit here](#)).



American
Spaces

Want to learn about more events in your area or causes you care about? Tell us about yourself and your interests here:

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