

American Spaces Social Media
Digest

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**BUREAU OF EDUCATIONAL AND
CULTURAL AFFAIRS**

July 2024

Engage & Grow
(Social Media Playbook)

This month, we're excited to bring you a fresh collection of resources to elevate our social media presence. In this edition, you'll find eye-catching visuals, trending hashtags, and engaging messages designed to help you connect with your audience and spark meaningful interactions.

As we dive into July, let's harness our collective creativity to create impactful social media content. We invite you to share your successes, challenges, and innovative strategies with us. Together, we can learn, grow, and continue to build vibrant online communities.

Tip of the Month



At the top of the conversion funnel (see [last month's edition](#)), our goal is to capture the attention of those who are not yet familiar with American Spaces. This is where **Hygiene Content** comes into play. [Hygiene](#) content aims to maintain a consistent presence and engagement with your audience. It focuses on meeting their immediate needs, providing regular updates, and addressing common questions or concerns.

Hygiene content is produced and shared frequently, often on a daily or weekly basis, to keep your audience engaged and connected. It helps establish your brand as an active and reliable source of information. Typically short and concise, it suits quick consumption on social media platforms. Formats include posts, tweets, short videos, infographics, images, and American Spaces-related updates.

This type of content is time-sensitive and tied to current events, trends, or discussions happening in your field or community. It reflects the "here and now" and aims to stay relevant with the latest happenings. Many of the images we've shared in past issues are typical of hygiene content. Hygiene content can also be news and other information relevant to your Space.

Hygiene content encourages immediate interaction, such as likes, comments, shares, or quick reactions. It aims to spark conversations, gather feedback, and generate social media activity in the present moment. However, the reach of hygiene content is generally short-term, as it is tied to

specific events or trends. Once the topic becomes less relevant, the engagement and visibility of the content may decline.

Here is an example of hygiene content:

🌟 **Discover the Magic of American Spaces!** 🌟

Did you know that American Spaces offers free resources and programs to help you achieve your dreams? Whether you're looking to improve your English, explore new technologies, or connect with like-minded individuals, we have something for everyone!

📅 Join us for a **workshop on digital storytelling** next week! Perfect for aspiring influencers and content creators. 📅

📍 Location: [Your Local American Space]

🕒 Date & Time: [Insert Date & Time]

🔗 Register here: [Insert Registration Link]

Stay tuned for more updates and events!

#AmericanSpaces #CommunityLearning #DigitalStorytelling

Send us an example of some of your hygiene content to americanspaces@state.gov and CC scottbj@state.gov. Make sure you flag the Content and Programming Unit in your message.

July

Speaking of *hygiene content*, as we dive into July, we celebrate a diverse array of cultural events and global observances. This month, we honor **Independence Day on July 4**, commemorating the birth of the United States and its values of freedom and democracy.

July is packed with significant events, from the **International Day of Cooperatives on July 6** to the **International Day of Friendship on July 30**. Let's recognize the importance of skills and education on **World Youth Skills Day on July 15**.

We also mark notable observances like **Nelson Mandela International Day on July 18**, celebrating his legacy of peace and justice, and **Space Exploration Day on July 20**, inspiring curiosity and innovation. Additionally, we acknowledge the significance of **World Population Day on July 11** and the contributions of individuals with disabilities on **Americans with Disabilities Act (ADA) Day and National Disability Independence Day on July 26**.

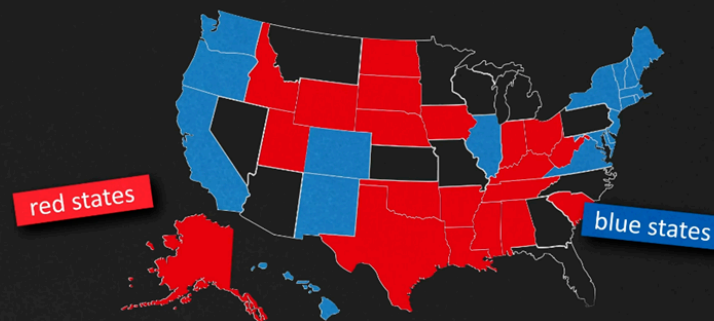
Throughout the month, let's raise awareness for important causes such as **World Hepatitis Day on July 28** and **World Day Against Trafficking in Persons on July 30**.

Join us in spreading awareness and celebrating diversity by using these hashtags throughout July: **#IndependenceDay #WorldPopulationDay #YouthSkillsDay #NelsonMandelaDay #ADA #DisabilityIndependenceDay #WorldHepatitisDay #EndHumanTrafficking #InternationalFriendshipDay**. Let's come together to promote inclusivity, celebrate achievements, and advocate for positive change in our communities and beyond.

July Hub Content

Voice of America (VOA) offers short videos about U.S. elections.

In U.S. politics, it's commonplace to hear about



Please feel free to download any of the following videos and use them in your content related to democracy and

U.S. history & culture:

- [Famous US presidential debate moments](#)
- [Unpacking US campaign spending](#)
- [The history of political slogans](#)
- [The cost of US elections explained](#)
- [Why do left and right have political meaning?](#)
- [What does it mean to be a red state or a blue state?](#)
- [Can anybody be president of the United States?](#)
- [What is an executive order?](#)
- [The history of US Republican Party](#)
- [The history of the US Democratic Party](#)
- [What is a 'third-party' candidate?](#)
- [From immigration to citizenship: When is an immigrant allowed to vote in a US election?](#)
- [What is the Difference Between a Caucus and a Primary?](#)
- [How Republicans and Democrats got their animal symbols](#)
- [What is a Nominating Convention?](#)
- [How Third Party Candidates Can Swing a US Election](#)

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.

American Spaces social media managers can find ready-to-use graphics and photos in the [albums in the American Spaces Facebook group](#) (please be aware that you must be logged into Facebook *and* have access to the American Spaces Facebook group to see the available digital assets). We have images formatted for Facebook and Instagram for upcoming themes and you can customize them to fit your community's needs.



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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