

American Spaces Social Media
Digest

No images? [Click here](#)



**BUREAU OF EDUCATIONAL AND
CULTURAL AFFAIRS**

August 2024

Engage & Grow
(Social Media Playbook)

This month, we're excited to introduce a wealth of resources to enhance your social media efforts. Our focus is on Hub content, designed to keep your audience engaged and coming back for more. Inside, you'll find a variety of assets including informative visuals, trending hashtags, and captivating messages to help you connect with your audience and foster meaningful interactions.

One highlight this month is the introduction of our OverDrive/Libby library. This digital library is a treasure trove of eBooks, magazines, and audiobooks available to our community. Sharing content about these resources can significantly boost engagement, as it provides immense value to your followers. Create posts that highlight new arrivals, popular titles, and user testimonials to keep your audience intrigued and informed.

As we dive into August, let's use our collective creativity to produce impactful social media content. We encourage 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



Hub Content

For August, let's focus on the middle of the conversion funnel (see [last June's edition](#)), targeting our "Supporters" of American Spaces. This is where Hub content plays a crucial role.

Hub Content is designed to keep people coming back to our site or social media pages. It's often evergreen, providing lasting value and making our platforms a central place for ongoing engagement. Here are some effective types of Hub content:

- **Educational Series:** Share informative and educational content regularly, such as tips, tutorials, guides, or how-to articles/videos. This helps your audience learn new skills or gain knowledge.
- **Expert Interviews:** Conduct interviews with experts or influencers. Share these as video or audio podcasts, articles, or live Q&A sessions to provide valuable insights.
- **Product Spotlights:** Highlight specific programs or services offered by American Spaces. Showcase their features,

benefits, and success stories to build interest.

- **Behind-the-Scenes Content:** Share photos, videos, or stories that offer a glimpse into the operations of American Spaces. This helps connect your audience with the brand on a more personal level.
- **Frequently Asked Questions (FAQs):** Address common questions by creating content that answers these queries. Use blog posts, videos, infographics, or dedicated FAQ sections.
- **User-Generated Content (UGC) Showcases:** Share testimonials, reviews, or creative submissions from your audience. This encourages engagement and showcases participant loyalty.
- **Industry News and Updates:** Keep your audience informed about the latest developments by sharing relevant news and updates.
- **Tips and Hacks:** Provide practical tips or life hacks relevant to your audience's interests.

Remember, Hub content should be consistent, centered around specific themes or topics, and tailored to provide ongoing value. By creating and sharing Hub content, we can build a loyal audience that looks forward to regular updates and sees American Spaces as a reliable source of relevant information.

Example of Hub Content:



🌟 **Alumni Spotlight: Meet James, the Innovative Entrepreneur!** 🌟

In our latest alumni series, we're excited to introduce James, a graduate of our Entrepreneurship Workshop at [American Space Location]. James turned his passion for technology into a thriving startup, providing cutting-edge solutions for local businesses.

🗣️ **Join us for a live Q&A with James next Wednesday at 3 PM** to learn about his journey, the challenges he overcame, and his top tips for aspiring entrepreneurs. Got questions? Drop them in the comments below!

Stay tuned for more inspiring stories from our American Spaces alumni, where dreams turn into reality. Don't miss out on these valuable insights and tips!

#AmericanSpaces #Entrepreneurship #AlumniSuccess
#HubContent #Inspiration #Community

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

Recommended August Hygiene Content

As we move into August, we have a rich array of observances to highlight, providing ample opportunities for engaging content that resonates with our audience. This month's observances are perfect for creating Hygiene content, aimed at attracting new followers and keeping our community informed and engaged.

August 4: Sisters' Day – A wonderful occasion to celebrate the special bond between sisters. Share heartwarming stories, photos, or quotes that honor sisterhood.

- #SistersDay
- #CelebrateSisters
- #Sisterhood

August 9: International Day of the World's Indigenous Peoples – Use this day to recognize and appreciate the contributions of indigenous communities. Share educational content, cultural insights, and ways to support indigenous rights.

- #IndigenousPeoplesDay
- #IndigenousRights
- #CulturalHeritage

August 12: International Youth Day – Highlight the importance of youth in shaping the future. Share inspiring stories of young leaders, educational resources, and opportunities for youth engagement.

- #YouthDay
- #YouthEmpowerment
- #YoungLeaders

August 16: National Tell a Joke Day – Add some humor to your feed with light-hearted jokes and funny content. Encourage your audience to share their favorite jokes too.

- #TellAJokeDay
- #NationalTellAJokeDay
- #LaughterIsTheBestMedicine

August 19: World Humanitarian Day – Pay tribute to humanitarian workers and their efforts around the world.

Share stories of humanitarian heroes and how people can get involved in supporting humanitarian causes.

- #WorldHumanitarianDay
- #HumanitarianHeroes
- #HumanityFirst

August 19: National Aviation Day – Celebrate the history and future of aviation. Share interesting facts about aviation, notable achievements, and stories of pioneering aviators.

- #NationalAviationDay
- #AviationHistory
- #FlyHigh

August 21: International Day of Victims of Terrorism – A day to honor and support victims of terrorism. Share messages of solidarity, stories of resilience, and resources for those affected.

- #VictimsOfTerrorism
- #RememberTheVictims
- #Solidarity

August 22: International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief – Highlight the importance of religious freedom and tolerance. Share stories that promote understanding and advocate for the protection of religious rights.

- #ReligiousFreedom
- #EndViolence
- #ReligiousTolerance

August 23: International Day for the Remembrance of the Slave Trade and its Abolition – Use this day to educate and reflect on the history of the slave trade and its abolition. Share historical insights and stories of those who fought for freedom.

- #AbolitionDay
- #RememberTheSlaveTrade
- #Freedom

August 26: Women's Equality Day – Celebrate the progress and ongoing efforts toward women's equality. Share inspiring stories of women leaders, achievements, and ways to support gender equality.

- #WomensEqualityDay
- #GenderEquality
- #WomensRights

August 29: International Day Against Nuclear Tests – Raise awareness about the dangers of nuclear testing. Share educational content on the impacts of nuclear tests and advocate for a nuclear-free world.

- #NoNuclearTests
- #NuclearFree
- #Peace

August 30: International Day of the Victims of Enforced Disappearances – Shine a light on the issue of enforced disappearances. Share stories of victims and efforts to bring justice and closure to affected families.

- #EnforcedDisappearances
- #JusticeForVictims
- #RememberTheMissing

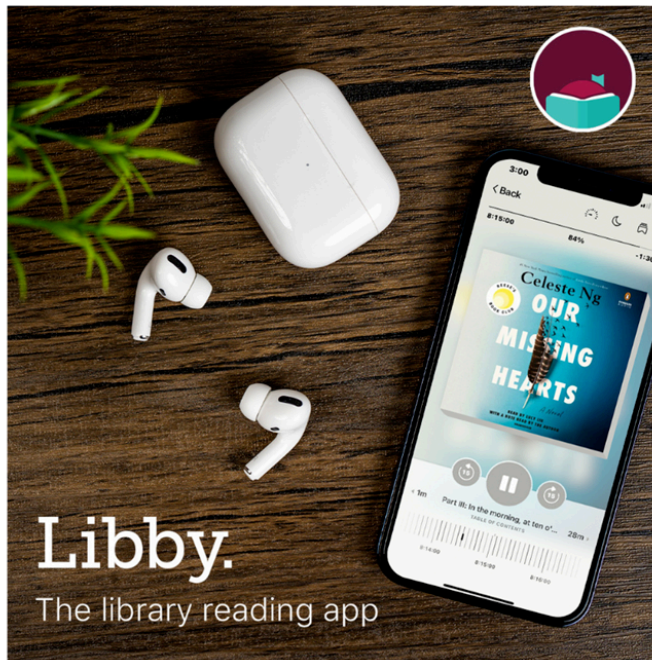
August 31: International Day for People of African Descent – Celebrate the contributions and culture of people of African descent. Share stories, cultural insights, and ways to support the African diaspora community.

- #PeopleOfAfricanDescent
- #AfricanDiaspora
- #CulturalCelebration

These observances appeal to a wide audience and help to build a stronger online community. We want to rise above the social media "noise" and stand out, so please consider modifying your approach, targeting your most important audiences - the audiences who have the most potential to help achieve goals and objectives. Sometimes many of the members of those audiences are "Skeptics," so the challenge may be in turning them into American Spaces "Supporters."

August Hub Content

eLibrary and OverDrive's Libby App



- **Link:** [Canva link to Libby design](#)
- **Tagline:** "Unlock a World of Knowledge with the Office of American Spaces and Libby! 📖🌟 Enjoy free eBooks, audiobooks, and more—anytime, anywhere. Download Libby today with your American Spaces subscription!"
- **Hashtags:** #AmericanSpaces #LibbyApp #ReadAnywhere #FreeEbooks #FreeAudiobooks #DigitalLibrary #UnlockKnowledge #GlobalReaders #ReadWithLibby #LibraryLife #ExploreWithLibby #BooksOnTheGo #ReadMore #LibraryLove

DISCOVER FREE EBOOKS & AUDIOBOOKS WITH AMERICAN SPACES AND LIBBY!

Borrow ebooks & audiobooks



Libby.
The library reading app



- **Link:** [Canva link to Libby design](#)

- **Tagline:** "Unlock a world of free eBooks and audiobooks with American Spaces and Libby! 📖🌟"
- **Hashtags:** #AmericanSpaces #LibbyApp #ReadAnywhere"

- **Link:** [Canva link to Libby design](#)
- **Tagline:** "Unlock a world of reading with free eBooks and audiobooks from American Spaces and Libby! Visit American Spaces today to get started. 📖🌟"
- **Hashtags:** #AmericanSpaces #LibbyApp #FreeEbooks #FreeAudiobooks #DigitalLibrary #ReadAnywhere #UnlockKnowledge #GlobalReaders #LibraryLife #BooksOnTheGo
- **Recommended:** Use the Canva link to change the text language and place your QR code in the image.

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:

[Update My Preferences](#)

Office of American Spaces

Bureau of Educational and Cultural Affairs

SA-5, 2200 C Street, NW

Washington, DC 20037

americanspaces@state.gov

<https://americanspaces.state.gov/>

This email was sent by the U.S. Department of State. If you no longer would like to receive these messages, unsubscribe below.

[Unsubscribe](#)