

American Spaces Social Media
Digest

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American Spaces

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

September 2024

Engage & Grow
(Social Media Playbook)

Welcome to the September edition of Engage & Grow!

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

We encourage you to share your successes, challenges, and innovative strategies with us. Your contributions help us all learn and grow together, creating vibrant online communities.

Tip of the Month



Hero Content

This month let's focus on the bottom of the conversion funnel (see [the June issue](#)) and target those who are already advocates of American Spaces or enjoy human-interest stories. At this stage, we use Hero Content to deepen engagement and build loyalty.

Hero content is designed to captivate and retain your audience by telling compelling stories over time. A great example is a serialized story posted in parts, each installment leaving off with a cliffhanger to keep your audience coming back for more. This approach helps create anticipation and sustained interest in your content.

Hero content has a broad reach and is often campaign driven. It's released on a limited basis, giving it an exclusive feel, and it gains momentum through amplification, often via user-generated content. While creating Hero content requires more planning and effort—such as scripting, preparing props, and filming—it's worth it. Much of this content needs to be generated at post and, ideally, be about a participant in an American Spaces program or event. American Spaces can leverage the expertise and experiences of its visitors (with their permission) to craft these engaging stories.

Here is an example of Hero content:



🌟 **Meet Maria: The Inspiring Journey of an Aspiring Engineer** 🌟

In the heart of Erehwon, Maria's dreams of becoming an engineer seemed out of reach. But everything changed when she discovered our American Space.

Through our STEM workshops and mentoring programs, Maria found the guidance and support she needed to pursue her passion. Her journey is a testament to the power of community and education. 🌐 🌟

Stay tuned for the next part of Maria's story, where she takes on her first robotics competition! 🏆 🤖

Don't miss out! Follow us to keep up with Maria's inspiring journey and see how American Spaces are making a difference every day.

#AmericanSpaces #HeroContent #STEMSuccess #Inspiration
#CommunityImpact

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

Recommended Hygiene Content

As we step into September, let's embrace the opportunity to highlight a variety of significant global and national

observances. Each of these days provides a chance to engage with your audience through impactful and relevant content. Before using any of the examples provided below, think about what would resonate with your most important audiences and the audiences you want to move from Skeptics to Supporters of American Spaces (see the alignment matrix below).

AUDIENCE ALIGNMENT MATRIX



U.S. Department of State | Public Diplomacy and Public Affairs | Office of Policy, Planning, and Resources

Below are some key dates to mark, suggested hashtags, and photos (which can be found in the [FB group](#) in full resolution) to boost your social media presence:

September 1: International Day of Clean Air for Blue Skies

- A day to raise awareness about the importance of clean air and its impact on our health and environment.
- **Hashtags:** #CleanAirDay #BlueSkies #AirQuality



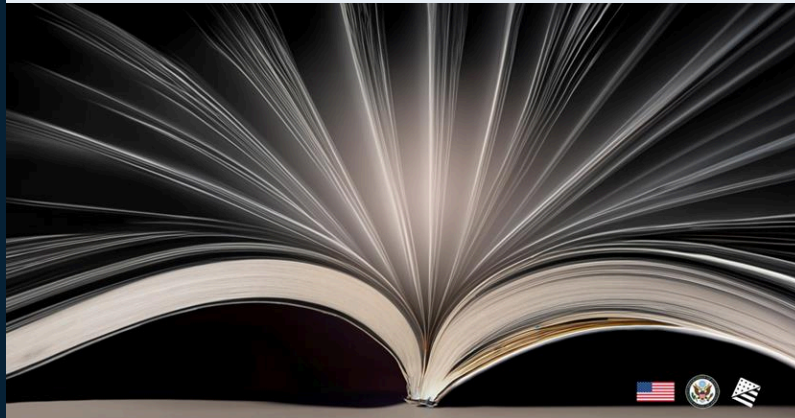
Frances Perkins (first woman to serve in any U.S. presidential cabinet) meets with Carnegie Steel Workers, 1933. ([Franklin D. Roosevelt Library](#)).

September 2: Labor Day

- Labor Day, celebrated on the first Monday in September, honors the contributions and achievements of American workers.
- **Hashtags:** #LaborDay #LaborDayWeekend #AmericanWorkers #LaborDay2024 #WorkersRights #EndOfSummer #LaborDayCelebration #LaborDayParade

September 5: International Day of Charity

- Celebrates and promotes charitable actions and contributions to improve the lives of others.
 - **Hashtags:** #DayOfCharity #Charity #GivingBack
-

**September 6: National Read a Book Day**

- Encourages reading and the enjoyment of books as a way to gain knowledge and relaxation.
- **Hashtags:** #ReadABookDay #BookLovers #Reading

September 8: International Literacy Day

- Highlights the importance of literacy and aims to promote access to quality education for all.
- **Hashtags:** #LiteracyDay #EducationForAll #ReadToLead

September 9: International Day to Protect Education from Attack

- Focuses on safeguarding educational institutions and students from violence and conflict.
- **Hashtags:** #ProtectEducation #SafeSchools #EducationInCrisis



September 11: Patriot Day and National Day of Service and Remembrance

- Commemorates the events of September 11, 2001, and honors those who serve their communities through acts of service and remembrance.
- **Hashtags:** #PatriotDay #DayOfService #NeverForget

September 14: World First Aid Day

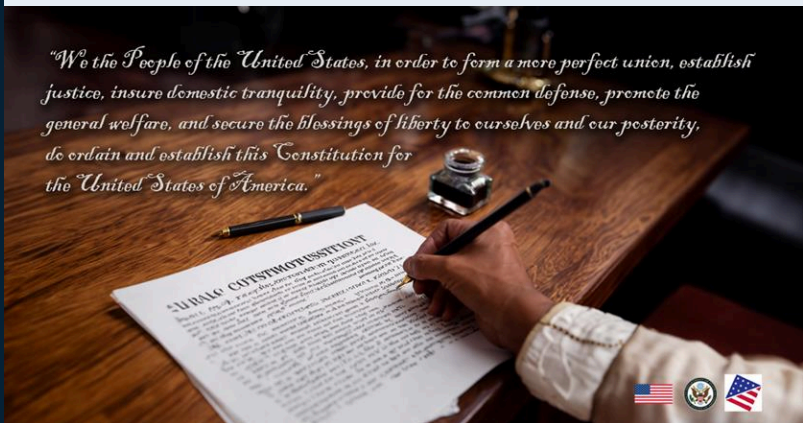
- Promotes awareness of first aid training and its importance in saving lives and providing emergency care.
- **Hashtags:** #FirstAidDay #FirstAid #SaveLives

September 15: International Day of Democracy

- Celebrates the principles of democracy and the importance of democratic institutions and practices worldwide.
- **Hashtags:** #DemocracyDay #Democracy #CivicEngagement

September 16: International Day for the Preservation of the Ozone Layer

- Focuses on the need to protect the ozone layer and address issues related to ozone depletion.
- **Hashtags:** #OzoneDay #OzoneLayer #ClimateAction



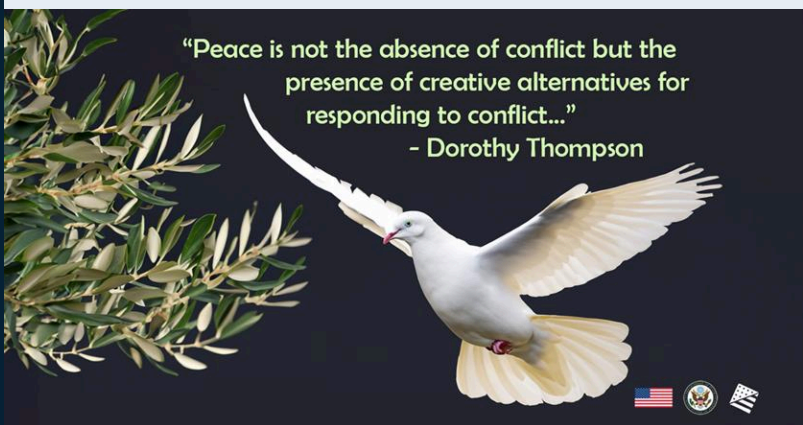
"We the People of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."

September 17: Constitution Day

- Recognizes the significance of the U.S. Constitution and its role in the nation's history and governance.
- **Hashtags:** #ConstitutionDay #USConstitution #WeThePeople

September 18: International Equal Pay Day

- Highlights the ongoing issue of wage disparity and advocates for equal pay for equal work.
- **Hashtags:** #EqualPayDay #EqualPay #PayEquity



"Peace is not the absence of conflict but the presence of creative alternatives for responding to conflict..."
 - Dorothy Thompson



September 21: International Day of Peace

- Promotes peace and non-violence, urging global citizens to work towards a more peaceful world.
- **Hashtags:** #PeaceDay #InternationalPeaceDay #WorldPeace

September 23: International Day of Sign Languages

- Celebrates and promotes the use of sign languages as a means of communication and inclusion for the deaf community.
- **Hashtags:** #SignLanguagesDay #SignLanguage #Inclusion

September 25: National Comic Book Day

- A day to celebrate comic books and their role in storytelling and entertainment.
- **Hashtags:** #ComicBookDay #ComicBooks #GraphicNovels

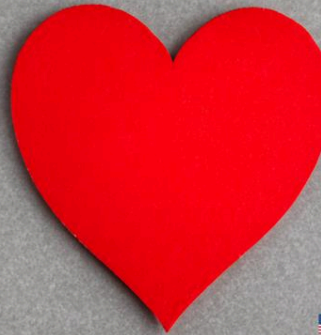
September 26: International Day for the Total Elimination of Nuclear Weapons

- Advocates for the global elimination of nuclear weapons and the promotion of disarmament.
- **Hashtags:** #NoNukes #NuclearDisarmament #PeaceAndSecurity

September 28: International Day for Universal Access to Information

- Highlights the right to access information and promote transparency and accountability in governance.
- **Hashtags:** #AccessToInfoDay #RightToKnow #Transparency

Your heart is the core of your being; nurture it with love, fuel it with joy, and protect it with every beat.



September 29: World Heart Day

- Focuses on heart health and the importance of preventing cardiovascular diseases.
- **Hashtags:** #WorldHeartDay #HeartHealth #CardioHealth

September 29: International Day of Food Loss and Waste Reduction

- Aims to reduce food loss and waste and promote sustainable food practices.
- **Hashtags:** #FoodWaste #ReduceFoodWaste #FoodLoss

September 30: International Translation Day

- Celebrates the work of translators and interpreters and the role of translation in bridging language barriers.
- **Hashtags:** #TranslationDay #Translation #LanguageDiversity

September 15 – October 15: National Hispanic Heritage Month

- Celebrates the history, culture, and contributions of Hispanic and Latinx communities.

- **Hashtags:** #HispanicHeritageMonth #HispanicHeritage #LatinxHeritage

Utilize these observances and hashtags to engage with your audience, raise awareness about important issues, and celebrate diverse cultural and global events throughout September.

September Hub Content

Disinformation in Times of Elections

Africa Regional Service (ARS) provides brief videos for American Spaces to use in programs and on social media. Some of this month's content is listed below and focuses on elections and disinformation.

Here is the full list of available videos with Youtube and Box.com links.

Covering Elections for Journalists

- English: https://www.youtube.com/watch?v=wL_IWpzDI9M
- French: Parts [1](#), [2](#), [3](#) and [4](#)

All videos are downloadable at

<https://app.box.com/s/aojcbkh0axeb1wof41dxtn8rys3zoqty>

Disinformation in Times of Elections

- English: <https://www.youtube.com/watch?v=Vy9cBeFNtzU>
- French: <https://www.youtube.com/watch?v=5mtk1sa9EwI>

All videos are downloadable at

<https://app.box.com/s/6vi3az66faxyaefajk0173dne4qynmdg>

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?

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/>

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