

American Spaces Social Media
Digest

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**BUREAU OF EDUCATIONAL AND
CULTURAL AFFAIRS**

October 2024

Engage & Grow
(Social Media Playbook)

Welcome to the October edition of Engage & Grow!

This month, we're thrilled to offer you resources to boost your social media outreach. As we highlight key observances, including Cybersecurity Month, you'll find a curated selection of visuals, hashtags, and compelling content designed to deepen your engagement with audiences and enhance online safety awareness.

We invite you to share your successes, explore challenges, and discuss innovative strategies with us. Your active participation is crucial as we continue to learn from each other and strengthen our global community. Let's make the most of October's dynamic themes to foster more connected and secure online interactions.

Recommended Core Engagement Content



Credit: ECA/P/M

As we transition into October, let's embrace the diverse range of observances this month, particularly highlighting Cybersecurity Month. This period offers unique opportunities to engage audiences through meaningful content and secure online interactions. Consider how each event, including the emphasis on cybersecurity, can resonate with and transition individuals from mere acquaintances to active supporters of American Spaces. Use the provided examples thoughtfully to inspire involvement and promote safer digital practices.

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:



Image for Instagram. Credit: ECA/P/M

October: Cybersecurity Month

- Dedicated to raising awareness about the importance of cybersecurity across all sectors, encouraging safer practices to protect against cyber threats.
- **Hashtags:** #CybersecurityMonth #StaySafeOnline #CyberAware

October 2: International Day of Non-Violence

- Commemorates the philosophy and strategy of non-violence, advocating peace over war.
- **Hashtags:** #InternationalDayOfNonViolence #PeaceNotWar #NonViolence

October 4 – 10: World Space Week

- A week dedicated to celebrating science and technology, and their contribution to the betterment of the human condition.
- **Hashtags:** #WorldSpaceWeek #SpaceExploration #SpaceTech

October 5: UNESCO World Teachers' Day

- Acknowledges the significant role of educators around the world and promotes the appreciation of teachers.
- **Hashtags:** #WorldTeachersDay #ThankATeacher #TeachersMatter

October 7: World Habitat Day

- Focuses on the state of our towns and cities, and the basic right to adequate shelter for all.
- **Hashtags:** #WorldHabitatDay #UrbanFuture #SustainableCities

October 10: World Mental Health Day

- Raises awareness of mental health issues around the world and mobilizes efforts in support of mental health.
- **Hashtags:** #WorldMentalHealthDay #MentalHealthAwareness #EndTheStigma

October 11: International Day of the Girl

EMPOWER GIRLS, CHANGE THE WORLD.



Credit: ECA/P/M



Credit: ECA/P/M

Promotes girls' rights and highlights gender inequalities that remain between girls and boys.

- **Hashtags:** #DayOfTheGirl #GirlsRights #GenderEquality

October 14: Columbus Day (also known as Indigenous Peoples' Day)

- Marks the anniversary of Christopher Columbus's arrival in America and celebrates indigenous cultures.
- **Hashtags:** #ColumbusDay #IndigenousPeoplesDay #NativeAmericanHeritage

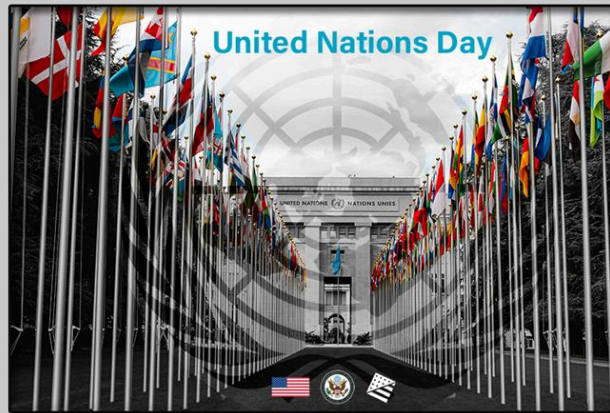
October 16: World Food Day

- Promotes worldwide awareness and action for those who suffer from hunger and the need to ensure healthy diets for all.
- **Hashtags:** #WorldFoodDay #FoodSecurity #FightHunger

October 17: International Day for the Eradication of Poverty

- Promotes dialogue and understanding between people living in poverty and their communities, and the society at large.
- **Hashtags:** #EndPoverty #FightPoverty #NoPoverty

October 24: United Nations Day

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Credit: ECA/P/M



Credit: ECA/P/M

Marks the anniversary of the entry into force of the UN Charter in 1945 and celebrates the work of the UN.

- **Hashtags:** #UNDay #UnitedNations #GlobalGoals

October 27: International Religious Freedom Day

- Celebrates the passage of the 1998 United States International Religious Freedom Act.
- **Hashtags:** #ReligiousFreedomDay #FreedomOfReligion #BelieveFree

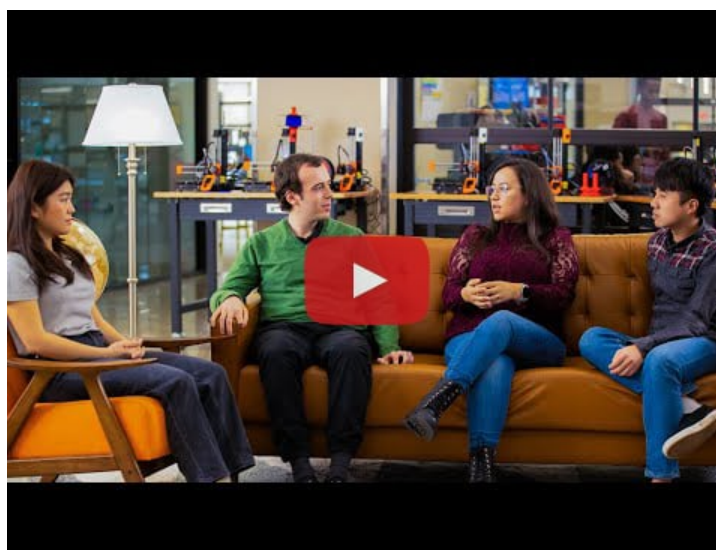
October 31: World Cities Day

- Promotes the international community's interest in global urbanization and fosters cooperation among countries in meeting opportunities and addressing urban challenges.

- **Hashtags:** #WorldCitiesDay #UrbanAction
#SustainableUrbanization

October Sustained Engagement Content

New EducationUSA #StudyWithUS Video Series



EducationUSA released a series of thematic videos spotlighting why the United States is the study destination of choice for nearly a million international students. We encourage you to share these with your colleagues and students. (When doing outreach, tag EducationUSA [social media accounts](#) and add #StudyWithUS.)

The videos include:

- [cutting edge fields in the U.S.](#)
- [practical training in the U.S.](#)
- [liberal arts in the U.S.](#)
- [the arts, humanities, and social sciences in the U.S.](#)
- [professional degrees in the U.S.](#)
- [community colleges in the U.S.](#)
- [studying STEM in the U.S.](#)
- [studying climate change in the U.S.](#)
- [diversity of institutions in the U.S.](#)

Evergreen Content from GPA



Credit: Brussels Media Hub

Social Media Post Text:

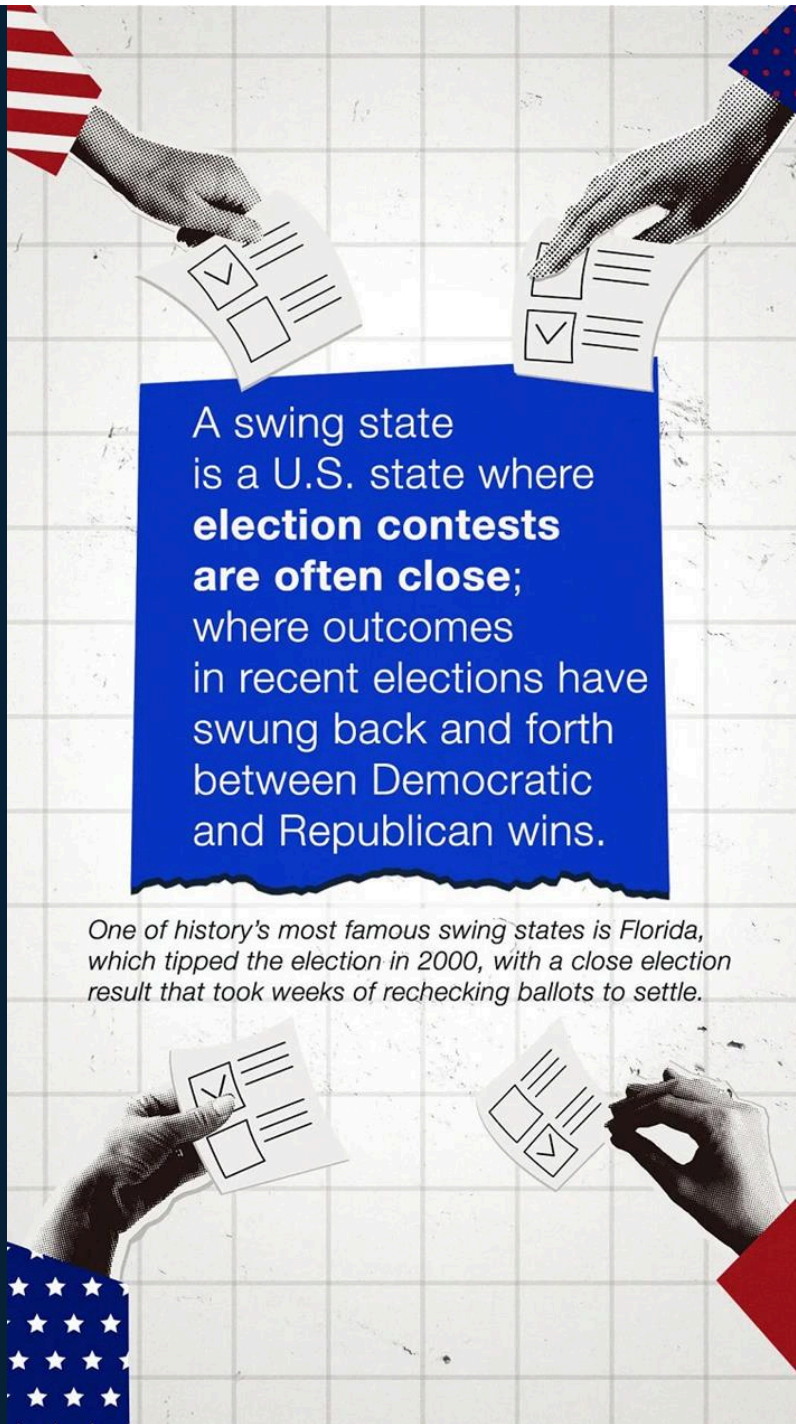
🗳️ Who can vote in the presidential election? 🗳️

In the United States, citizens aged 18 and above have the right to vote in presidential elections. Local governments manage voter registration to ensure fairness and prevent fraud. There is no national list of voters.

#USConstitution #VoterRegistration #CivicEducation
#Democracy

Target Audience:

- International audiences learning about U.S. elections and voting rights
 - American Spaces participants interested in U.S. civics and democracy
 - Educators and students studying U.S. government and electoral processes
-



A swing state is a U.S. state where **election contests are often close**; where outcomes in recent elections have swung back and forth between Democratic and Republican wins.

One of history's most famous swing states is Florida, which tipped the election in 2000, with a close election result that took weeks of rechecking ballots to settle.

Credit: Brussels Media Hub

Social Media Post Text:

📦 What is a Swing State?

A swing state in the U.S. is a state where election contests are often very close, and the outcomes can swing back and forth between Democratic and Republican wins. These states are crucial in determining the outcome of presidential elections.

Did you know?

One of the most famous swing states in U.S. history is Florida,

which played a decisive role in the 2000 election, requiring weeks of ballot recounts.

#Elections #SwingState #CivicEducation #USPolitics #Democracy

Target Audience:

- International audiences learning about U.S. elections
- Educators and students interested in U.S. civic education
- Voters and participants in American Spaces programs focused on democracy and elections

Evergreen Content from American English

As part of our **Core Engagement Content** this month, we are excited to share a fresh collection of visually engaging and educational English language resources. These materials are designed to help our audiences improve their English language skills while also sparking curiosity and interaction. From idiomatic expressions like "Black Out" and "Can of Worms" to thought-provoking activities like brainstorming sustainability solutions and conducting polls, these posts are perfect for encouraging learning and fostering meaningful discussions in your communities. Feel free to incorporate these resources into your social media campaigns to further connect with your audience and build ongoing engagement.



BRAINSTORM

What are some of the most urgent sustainability priorities **in your community** that students can help address?



Credit: ECA/A/L

Social Media Post Text:

💡 **Let's brainstorm!** 💡

What are some of the most urgent sustainability priorities in your community that students can help address? Comment your ideas and share how we can make a difference together!

#Brainstorm #Sustainability #CommunityImpact
#YouthLeadership #StudentProjects

Target Audience:

- Students and youth engaged in environmental or sustainability projects
- Educators and mentors leading sustainability initiatives
- Community members interested in sustainability and youth involvement

Can of Worms

Definition

a situation that contains many unwanted problems and consequences



Example

When Erica told her cousin that she wasn't invited to the wedding, it opened up a **can of worms**. All their past disagreements were brought to the surface, and they got into an intense argument.



Credit: ECA/A/L

Social Media Post Text:

🐛 **What does "can of worms" mean?**

This phrase refers to a situation full of unwanted problems or consequences. Have you ever been in a situation where

opening one issue led to many others? Let us know in the comments!

Example Sentence:

"When Erica told her cousin that she wasn't invited to the wedding, it opened up a can of worms. All their past disagreements were brought to the surface, and they got into an intense argument."

#LearnEnglish #EnglishIdioms #AmericanEnglish
#EnglishLearning

Target Audience:

- Intermediate to advanced English learners
- Social media followers of American Spaces interested in idiomatic expressions
- Learners engaging in practical language use through real-life situations

In The Long Run

Definition

far in the future;
after a long period
of time



Example

I have been working extra hours to save up to buy a house. I am exhausted, but I know my hard work will all be worth it **in the long run**.



Credit: ECA/A/L

Social Media Post Text:

🕒 What does "in the long run" mean?

This phrase refers to something that will happen far in the future or after a long period of time. Have you ever worked

hard on something knowing it would pay off later? Share your stories with us!

Example Sentence:

"I have been working extra hours to save up to buy a house. I am exhausted, but I know my hard work will all be worth it in the long run."

#LearnEnglish #EnglishIdioms #AmericanEnglish
#EnglishLearning #FuturePlanning

Target Audience:

- Intermediate to advanced English learners
- Individuals focused on personal growth, goal-setting, and long-term achievements
- Social media users interested in learning common English idiomatic expressions

REFLECTION

Have you taught **SMART goals** (goals that are **S**pecific, **M**easurable, **A**ttainable, **R**ealistic/relevant, and **T**imely) to students before? If not, how do you encourage students to create manageable projects?



Credit: ECA/A/L

Social Media Post Text:

💡 **Reflection Time!** 💡


Have you taught SMART goals (Specific, Measurable, Attainable, Realistic/Relevant, and Timely) to your students? If

not, how do you encourage students to create manageable projects? Share your strategies with us!

#SMARTGoals #StudentSuccess #ProjectPlanning
#EducationTips #GoalSetting

Target Audience:

- Educators and teachers focused on student project management and goal-setting
- School administrators promoting effective project-based learning strategies
- Community leaders and mentors working on youth education and development



Show and Tell

Show and tell is a classroom activity that involves bringing in a physical item to class to show, describe, and tell stories about. This helps students build community, practice listening, and learn through storytelling.

Show and tell is usually done with younger children, but it can be adapted for older students and be just as effective.

Credit: ECA/A/L

Social Media Post Text:

📣 Show and Tell Time! 📣

Show and tell is a great way to engage students in storytelling, build community, and practice communication skills. Whether you're teaching younger children or adapting it for older students, show and tell helps create a fun and interactive learning environment!

Have you used show and tell in your classroom? Share your experiences with us!

#ShowAndTell #Storytelling #ClassroomActivity
#StudentEngagement #EducationTips

Target Audience:

- Educators and teachers working with both younger and older students
- School administrators and classroom activity planners
- Parents and community members involved in educational activities

SPOT THE MISTAKE

Dinner was delicious, but I'm not full yet! Do you want to get mango sticky rice for desert? The mangoes are my favorite fruit.



There are some mistakes in the sentences above. Can you find them and explain why they are wrong? Comment below.



Credit: ECA/A/L

Social Media Post Text:

🔍 Spot the Mistake! 🔍

Can you find the mistakes in the sentences below? 😞
Comment your answers and explain why they are wrong!

Sentences:

"Dinner was delicious, but I'm not full yet! Do you want to get mango sticky rice for desert? The mangoes are my favorite fruit."

Let's see who can find all the errors! 👁️👁️

#SpotTheMistake #EnglishGrammar #LearnEnglish
#EnglishChallenge #GrammarCheck

Target Audience:

- Intermediate to advanced English learners
- Social media followers interested in improving their grammar skills
- Learners engaging in interactive and fun language learning challenges

SPOT THE MISTAKE

Do you see that woman in the blue dress? She is the woman about whom I told you about. I used to work at her childrens' school, so I know her well.




There are some mistakes in the sentences above. Can you find them and explain why they are wrong? Comment below.



Credit: ECA/A/L

Social Media Post Text:

Spot the Mistake!

Can you find the mistakes in these sentences? Comment below with your corrections and explanations! 

Sentences:

"Do you see that woman in the blue dress? She is the woman about whom I told you about. I used to work at her childrens' school, so I know her well."

Think you can spot all the errors? Let us know!

#SpotTheMistake #EnglishGrammar #LearnEnglish
#GrammarChallenge #EnglishPractice

Target Audience:

- Intermediate to advanced English learners
- Social media users focused on improving their grammar and writing skills

- Learners interested in fun, interactive language learning exercises

SPOT THE MISTAKE

My teacher gave each students a textbook on Tuesday. She told us that she is worried on us damaging the books because she has to re use them next year.



There are some mistakes in the sentences above. Can you find them and explain why they are wrong? Comment below.



Credit: ECA/A/L

Social Media Post Text:

Spot the Mistake!

Can you find the mistakes in these sentences? Comment below with your corrections and explain why they are wrong! 🤔

Sentences:

"My teacher gave each students a textbook on Tuesday. She told us that she is worried on us damaging the books because she has to re use them next year."

Can you identify all the errors? Let's see who gets them right!

#SpotTheMistake #EnglishGrammar #LearnEnglish
#EnglishPractice #GrammarChallenge

Target Audience:

- Intermediate to advanced English learners
- Social media followers focused on improving their writing and grammar skills
- Learners engaged in interactive language learning activities

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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