

American Spaces Social Media  
Digest

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**BUREAU OF EDUCATIONAL AND  
CULTURAL AFFAIRS**

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**November and December 2024**

**Engage & Grow**  
(Social Media Playbook)

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**Welcome to the year-end edition of Engage & Grow!**

This month, we're excited to introduce a new approach to supporting your social media outreach. In this edition, you'll find resources not only for November but also for December. Starting in January and beyond, **Engage & Grow** will provide suggested posts up to four months in advance, giving you more time to plan, prepare, and maximize your engagement efforts.

As we highlight key observances like Native American Heritage Month, International Education Week, and Human Rights Day, we encourage you to explore the visuals, hashtags, and content ideas provided. Your active participation and creative strategies will help strengthen our global community. Let's make the most of these important themes and continue to inspire meaningful connections through American Spaces.

As part of our continued effort to enhance the impact of our social media presence, the Office of American Spaces will monitor American Spaces' use of hashtags to better understand how our content is being received and shared across platforms. This will allow us to gather insights on engagement, reach, and effectiveness. We encourage you to actively use the suggested hashtags in your posts, as this will help us track trends, measure success, and highlight the fantastic work being done by American Spaces worldwide.

## Recommended Core Engagement Content



Credit: Canva Premium

As we transition into November and December, let's take advantage of the opportunity to highlight a diverse range of observances over the next two months. From Native American Heritage Month to Human Rights Day, these moments provide excellent opportunities to engage your audience with thoughtful and culturally relevant content. Each event can help transition individuals from being curious observers to active supporters of American Spaces.

Below are some key dates to mark, suggested hashtags, and visuals (**now available on Canva, but please make a copy if you would like to update the image**) to elevate your social media presence and engage your audience in impactful ways.

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## November (All Month): Native American Heritage Month



Credit: ECA/P/M; photo from U.S. National Archives

**Platform:** Facebook

**Target Audience:** audiences interested in culture and history. These tend to be users who may not have formed positive opinions of the United States yet.

**Post:**

November is Native American Heritage Month. It's a time to recognize and celebrate the rich heritage, history, and contributions of Native American communities. Explore stories, traditions, and art at American Spaces this month. Join us in learning more about the vibrant cultures that shape the United States.

**Hashtags:** #NativeAmericanHeritageMonth  
#CulturalAwareness #CelebrateHeritage #DiversityMatters  
#NativeAmericanHistory

**Call to Action:** Visit your nearest American Space to participate in Native American Heritage Month events.

**Recommended Alternative Image:** A visually striking image showcasing Native American art, a traditional dance, or a historical figure.

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## November 11-17: Global Entrepreneurship Week



# Global Entrepreneurship Week

Option 1

Image for LinkedIn. Credit: Canva Photo and ECA/P/M



# Global Entrepreneurship Week

Option 2

Image for LinkedIn. Credit: Canva Photo and ECA/P/M

**Platform:** LinkedIn

**Target Audience:** Entrepreneurs, business-minded individuals, and innovators

**Post:**

Global Entrepreneurship Week is coming! 🌍👛 Are you ready to start your own business or grow your entrepreneurial skills? American Spaces are hosting workshops and events to help aspiring entrepreneurs succeed. Let's build a future filled with innovation and opportunity together.

**Hashtags:** #GlobalEntrepreneurshipWeek  
#InnovationNation #Entrepreneurship #StartYourBusiness  
#BusinessGrowth

**Call to Action:** Sign up for an entrepreneurship event or workshop at your local American Space and start building your future today.

**Recommended Image:** An image of a diverse group of entrepreneurs brainstorming or working on a startup.

**November 18-22: International Education Week**

# INTERNATIONAL EDUCATION WEEK - CELEBRATING INTERNATIONAL EDUCATION AND EXCHANGES

**NOVEMBER 18-22**

Visit American Spaces to learn more about educational opportunities!



**Platform:** Instagram

**Target Audience:** Students, educators, and parents interested in study opportunities in the United States

**Post:**

🌍📖 International Education Week is all about celebrating the benefits of international education and exchange. American Spaces offer opportunities to learn about study abroad, scholarships, and how education connects us globally. Let's explore the world together!

**Hashtags:** #InternationalEducationWeek #StudyAbroad #GlobalLearning #CulturalExchange #EducationMatters

**Call to Action:** Visit your local American Space to learn about study abroad opportunities and educational resources.

**Recommended Alternate Image:** A colorful, engaging photo of students learning or interacting with global educational resources.

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**November 2: International Day to End Impunity for Crimes Against Journalists**



Credit: Canva Photo and ECA/P/M

**Platform:** X

**Target Audience:** Those who may not have formed positive opinions of the United States yet, and human rights advocates

**Post:**

Journalism is essential to democracy, yet many journalists face threats for reporting the truth. On this International Day to End Impunity for Crimes Against Journalists, we stand with those who risk their lives to bring us the news.

**Hashtags:** #PressFreedom #EndImpunity #JournalismMatters #HumanRights #FreedomOfPress

**Call to Action:** Participate in discussions on press freedom at your local American Space this week.

**Recommended Image:** A powerful image of a journalist reporting in a challenging situation or an image showing a press badge with a serious tone.

**November 10: World Science Day for Peace and Development**



**World Science Day for Peace and Development**

November 10

VISIT US AT:

[insert your American Space URL here]

Visit American Spaces to learn more about science's role in building a sustainable and peaceful future.



Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** STEM students, educators, and enthusiasts

**Post:**

Science plays a crucial role in promoting peace and sustainable development. This #WorldScienceDay, join

#AmericanSpaces to explore how science and technology are making our world better for everyone.

**Hashtags:** #WorldScienceDay #STEMForPeace  
#SustainableDevelopment #ScienceMatters  
#InnovationForGood

**Call to Action:** Visit American Spaces to learn more about science's role in building a sustainable and peaceful future.

**Recommended Alternate Image:** A photo showing students or scientists working on a sustainability project or in a lab setting.

### November 19: Women's Entrepreneurship Day



Credit: ECA/P/M

**Platform:** LinkedIn

**Target Audience:** Women entrepreneurs, business leaders, and innovators

**Post:**

Happy Women's Entrepreneurship Day! 🌟 Today, we celebrate and support women entrepreneurs around the world. #AmericanSpaces are hosting special events and discussions aimed at helping women build and grow their businesses. Let's lift up the voices and innovations of women in business!

**Hashtags:** #WomensEntrepreneurshipDay  
#WomenInBusiness #Entrepreneurship #Innovation  
#EmpowerWomen

**Call to Action:** Visit your local American Space to attend



events that support women entrepreneurs and connect with others in your community.

**Recommended Image:** An image of women entrepreneurs at work, brainstorming, or collaborating in a business setting.

### November 20: Transgender Day of Remembrance

## In Memory of Transgender Individuals Whose Lives Were Lost to Violence

Participate in a local discussion or memorial event at your American Space and show solidarity with the LGBTQ+ community.



Credit: OES and ECA/P/M

**Platform:** X

**Target Audience:** Human rights advocates, LGBTQ+ allies

**Post:**

Today we honor the memory of transgender individuals whose lives were lost to violence. On this Transgender Day of Remembrance, let's stand together against hate and violence and work towards a world of equality and acceptance for all.

#TDOR #TransRights #EqualityForAll #EndViolence

**Call to Action:** Participate in a local discussion or memorial event at your American Space and show solidarity with the

LGBTQ+ community.

**Recommended Alternate Image:** A somber image with candles or a symbolic representation of remembrance.

**November 25: International Day for the Elimination of Violence against Women**

## International Day for the Elimination of Violence against Women

Join us at American Spaces to learn more about how to end gender-based violence.



Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** General public, women's rights advocates

**Post:**

Today is the International Day for the Elimination of Violence against Women. It's a day to take a stand and raise awareness about the need to end violence against women worldwide. American Spaces are hosting discussions and workshops to help create safer communities for everyone.

#EndViolenceAgainstWomen #WomensRights #SpeakUp #StopTheViolence

**Call to Action:** Join us to learn more about how you can contribute to ending gender-based violence in your community.

**Recommended Image:** A strong image representing unity or

resistance against violence, such as a group of women standing together or a peaceful protest.

**November 28: Thanksgiving Day (U.S.)**



Credit: ECA/P/M

**Platform:** Instagram

**Target Audience:** General public

**Post:**

🍂🍁 Happy Thanksgiving! Today, we express gratitude for the people and moments that matter most. Whether you celebrate with family or friends, take time to reflect on what you're thankful for. From all of us at American Spaces, we wish you a joyful holiday!

#Thanksgiving #Gratitude #HolidaySeason #GiveThanks

**Call to Action:** Share what you're thankful for in the comments below, and join us for a Thanksgiving celebration at your local American Space.

**Recommended Image:** A festive image of a Thanksgiving table setting, fall leaves, or a community gathering.

**December 1: World AIDS Day**

Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** Public health advocates, general public

**Post:**

World AIDS Day is a time to show support for people living with HIV and to remember those who have lost their lives to AIDS. Let's also show support for healthcare and outreach communities who have made progress against the disease. Let's work together to raise awareness, fight stigma, and make progress toward ending the HIV epidemic.

#WorldAIDSDay #EndAIDS #HIVAwareness #FightStigma  
#SupportForAll

**Call to Action:** Attend a World AIDS Day event at your nearest American Space or join a local discussion on how we can combat the HIV epidemic together.

**Recommended Image:** A symbolic image of a red ribbon or a photo of people holding hands in solidarity.

**December 1: Rosa Parks Day**

## Rosa Parks Day

— Her simple act of resistance became a global symbol of the fight for equality and human dignity. Her courage continues to inspire movements for justice across the world.



One voice, one stand, that moved a nation forward. Rosa Parks—quiet courage that spoke volumes.



Credit: ECA/P/M

Photo: [Poor Peoples March at Washington Monument and Lincoln Memorial, \[Washington, D.C.\] | Library of Congress \(loc.gov\)](#)

**Platform:** Facebook

**Target Audience:** General public, civil rights advocates, educators

**Post:**

Today we honor Rosa Parks, a courageous woman who stood up for civil rights and equality. On Rosa Parks Day, let's remember her bravery and the legacy she left in the fight for justice.

#RosaParksDay #CivilRights #EqualityForAll #SocialJustice #HistoryMatters

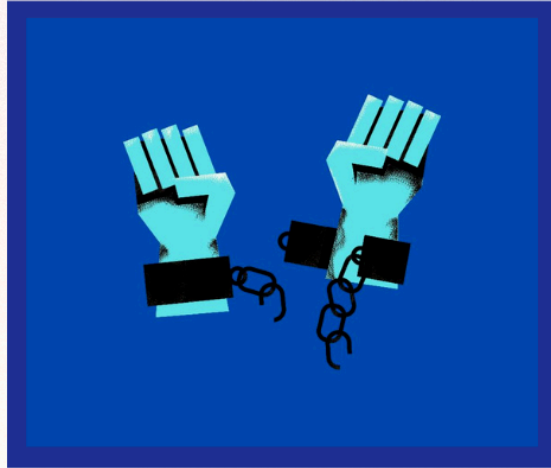
**Call to Action:** Join us at your local American Space to learn more about Rosa Parks' life and her lasting impact on the civil rights movement.

**Recommended Image:** A historical photo of Rosa Parks or a symbolic image representing the civil rights movement.

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**December 2: International Day for the Abolition of Slavery**

# INTERNATIONAL DAY FOR THE ABOLITION OF SLAVERY



**Commit to raising  
awareness and  
taking action!**



**Platform:** X

**Target Audience:** Human rights advocates, general public

**Post:**

Slavery still exists in many forms today. On the International Day for the Abolition of Slavery, we commit to raising awareness and taking action to end modern-day slavery.

#AbolishSlavery #HumanRights #FreedomForAll  
#EndModernSlavery

**Call to Action:** Attend a discussion or workshop at American Spaces on the global fight against modern slavery.

**Recommended Image:** A powerful, symbolic image representing the abolition of slavery or a photo of hands breaking free from chains.

**December 3: International Day of Persons with Disabilities**

## International Day of Persons with Disabilities



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Credit: ECA/P/M

**Platform:** Instagram

**Target Audience:** Disability rights advocates, general public

**Post:**

🌍 Today is the International Day of Persons with Disabilities! Let's celebrate the achievements of people with disabilities and work together to create a world of equal opportunities for all.

#IDPD #DisabilityRights #InclusionMatters  
#EqualOpportunities

**Call to Action:** Join us at American Spaces for events and

discussions on how we can promote inclusion and accessibility for people with disabilities.

**Recommended Image:** A diverse image of individuals with disabilities in empowering settings or promoting inclusion.

**December 5: International Volunteer Day**



# International Volunteer Day

Make a Difference



Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** Volunteers, community members, general public

**Post:**

Volunteers make a difference! On International Volunteer Day, we recognize the incredible work of volunteers around the world who are creating positive change. Whether you're a volunteer or thinking of becoming one, join us at American Spaces to explore how you can get involved!

#InternationalVolunteerDay #Volunteering  
#CommunityImpact #MakeADifference

**Call to Action:** Visit your nearest American Space to learn about volunteer opportunities in your community.

**Recommended Image:** A photo of a group of volunteers working together in a community service project.



December 9: International Anti-Corruption Day

## International Anti-Corruption Day



Join us at American Spaces for discussions and workshops on how we can combat corruption and promote good governance.



Credit: ECA/P/M

**Platform:** X

**Target Audience:** Human rights advocates, civil society organizations

**Post:**

Corruption undermines trust and damages communities. On

International Anti-Corruption Day, let's commit to transparency and accountability for a better future.

#AntiCorruptionDay #Transparency #Accountability  
#EndCorruption

**Call to Action:** Join us at American Spaces for discussions and workshops on how we can combat corruption and promote good governance.

**Recommended Image:** A symbolic image representing transparency and accountability, such as a handshake or an open book.

**December 9: International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime**

**International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime**



Credit: ECA/P/M

**Platform:** X

**Target Audience:** Human rights advocates, educators, general public

**Post:**

On this important day, we honor the victims of genocide and recommit ourselves to preventing such crimes in the future. Let's work together to promote peace, justice, and dignity for all.

#EndGenocide #NeverAgain #HumanRights  
#PeaceAndJustice

**Call to Action:** Attend a memorial event or discussion at

American Spaces on the prevention of genocide and the importance of justice.

**Recommended Image:** A solemn image commemorating the victims of genocide, such as a candle or a memorial.

**December 10: Human Rights Day**



Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** Human rights advocates, general public

**Post:**

Human rights belong to everyone, everywhere. On Human Rights Day, let's celebrate the progress made in protecting human rights and recommit ourselves to the work that still needs to be done.

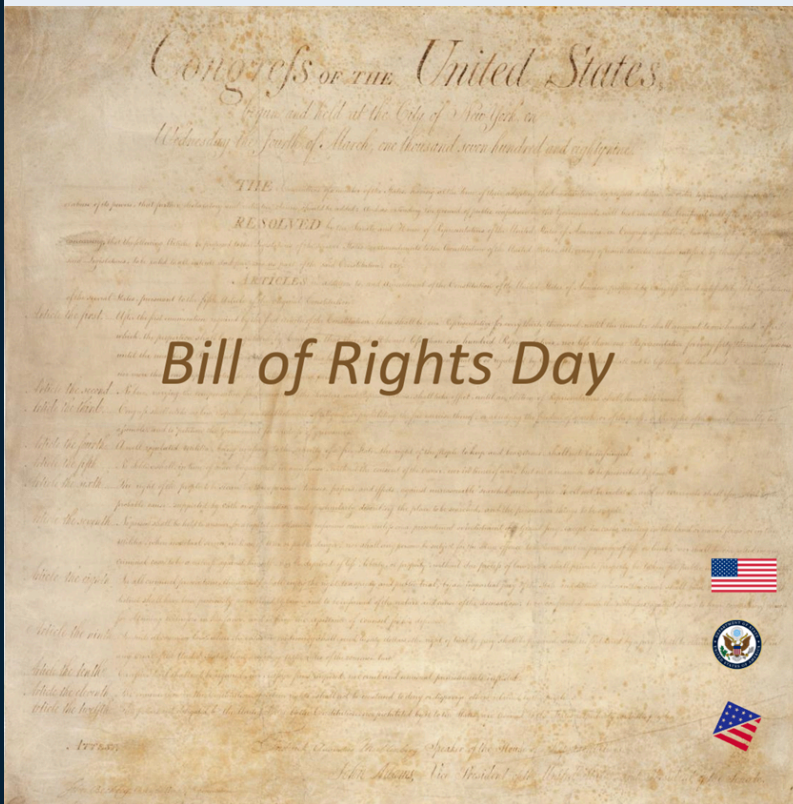
#HumanRightsDay #EqualityForAll #DignityForAll  
#JusticeMatters

**Call to Action:** Join us at American Spaces for discussions on the importance of human rights and how we can work together to protect them.

**Recommended Image:** An empowering image showing a

diverse group of people united for human rights or a symbolic representation of justice.

**December 15: Bill of Rights Day**



Credit: Image from U.S. National Archives

**Platform:** LinkedIn

**Target Audience:** Civic-minded individuals, educators, general public

**Post:**

Today we celebrate the Bill of Rights, a cornerstone of democracy that guarantees fundamental freedoms and protections. Take a moment to reflect on the rights that safeguard our liberty.

#BillOfRightsDay #Democracy #FreedomAndJustice  
#CivicEducation

**Call to Action:** Visit American Spaces to explore how the Bill of Rights continues to shape U.S. democracy and justice.

**Recommended Image:** An image of the U.S. Constitution or a historical representation of the Bill of Rights.

December 17: Wright Brothers Day

# WRIGHT BROTHERS DAY



Orville Wright

Wilber Wright

Celebrating the innovators who took us to the skies. Their invention changed the world forever, inspiring generations of pioneers.




Credit: ECA/P/M; Wright Brothers' images - Wikipedia

**Platform:** Instagram

**Target Audience:** STEM enthusiasts, history buffs, general public

**Post:**

 On Wright Brothers Day, we celebrate the innovators who took us to the skies. Their invention changed the world forever, inspiring generations of pioneers.

#WrightBrothersDay #Innovation #Flight  
#HistoryInTheMaking

**Call to Action:** Learn more about the Wright Brothers' legacy and the spirit of American innovation at your nearest American Space.

**Recommended Alternate Image:** A historical photo of the Wright Brothers' first flight or a modern image of an airplane in flight.

**December 18: International Migrants Day**

Credit: ECA/P/M

**Platform:** Facebook

**Target Audience:** Human rights advocates, general public, migrant communities

**Post:**

The Bureau of Population, Refugees, and Migration (PRM) promotes U.S. interests by providing protection, easing suffering, and resolving the plight of persecuted and forcibly displaced people around the world. We do this by coordinating humanitarian policy and diplomacy, providing life-sustaining assistance, working with multilateral organizations to build global partnerships, and promoting best practices in humanitarian response. PRM supports efforts to protect and assist refugees and vulnerable migrants around the world. We maintain our enduring humanitarian commitments by working to assist refugees and other displaced people as close to their home countries as possible until they can safely and voluntarily return.

#InternationalMigrantsDay #MigrantsRights  
#DiversityMatters #GlobalCommunity

**Call to Action:** Attend a discussion or event at American Spaces that explores the contributions of migrants and the importance of protecting their rights.

**Recommended Image:** A diverse group of people symbolizing migration, or an image of migrants contributing to their communities. \_\_\_\_\_

## Sustained Engagement Content

### VOA and its Role in American Spaces Programming

Voice of America (VOA) offers a wide range of engaging multimedia content that highlights American culture, history, science, and values. These videos and other media serve as valuable tools to inspire learning, foster dialogue, and build stronger connections between participants and the mission of American Spaces. By incorporating VOA videos into your programming—whether it’s through STEM topics, U.S. history, arts and culture, or English language learning—you can spark curiosity and help audiences discover more about the United States. As participants engage with this content, they deepen their understanding and move from being supporters to becoming advocates, sharing what they’ve learned with others and reinforcing the role of American Spaces in global communities.

### English in a Minute: Stick Out Like a Sore Thumb



**Platform:** Facebook, Instagram

**Post Text:**

Ever heard the phrase “stick out like a sore thumb”? Watch

this fun and quirky VOA video to learn what it really means —and how NOT to confuse a funding fair with a funny hair party! 😊

📺 Expand your English skills with entertaining videos like this and more at your local American Space.

**Hashtags:**

#VOAEnglish #LearnEnglish #AmericanSpaces  
#FunWithIdioms #EnglishLanguageLearning  
#ExpandYourSkills

**Target Audience:**

Language learners, English enthusiasts, young adults, and anyone looking to improve their English with engaging content.

**Call to Action:**

Visit your nearest American Space to explore more VOA videos and practice your English in a fun environment!

For more videos on learning English, please visit [VOA's Learning English](#) page.

**News Literacy Lesson 1: Real News vs. Fake News**



**Platform:** Facebook, X, LinkedIn

**Post Text:**

How do we know what information to trust in today's fast-paced media world? This VOA video lesson dives into the evolution of information, from the printing press to smartphones, and explores how reliable news plays a key



role in shaping our society. 📖 Discover how history's most powerful leaders tried to control information—and how news literacy empowers us to stay informed, make decisions, and connect with others. Learn how to recognize authentic news and avoid misinformation with this fascinating lesson.

**Hashtags:**

#NewsLiteracy #MediaAwareness #VOALearning  
#TrustworthyInformation #CriticalThinking #NewsHistory  
#StayInformed

**Target Audience:**

Students, educators, news enthusiasts, media literacy advocates, and individuals interested in understanding the power of reliable information.

**Call to Action:**

Watch the VOA video and explore more resources at your local American Space to sharpen your news literacy skills and become a well-informed citizen.

**News Literacy Lesson 2: Verification, Independence and Accountability**



**Platform:** Facebook, X, LinkedIn

**Post Text:**

What separates legitimate journalism from misinformation? This VOA lesson breaks down the three key elements of quality journalism: **Verification**, **Independence**, and **Accountability**. Learn how journalists ensure accuracy, why impartiality matters, and how news organizations take

responsibility for their work. 📄 Explore examples like CBS's 60 Minutes report and the New York Times' editorial correction to understand the importance of responsible reporting.

**Hashtags:**

#JournalismMatters #MediaLiteracy #VOALearning  
#TrustedNews #NewsEthics #AccountabilityInMedia

**Target Audience:**

Educators, students, aspiring journalists, news consumers, and media enthusiasts interested in distinguishing legitimate journalism from misinformation.

**Call to Action:**

Dive into this VOA video and explore the world of verified journalism at your local American Space. Discover how these key principles foster a well-informed society.

**News Literacy Lesson 3: Establishing the Truth**



**Platform:** Facebook, X, LinkedIn

**Post Text:**

What does it take to be a literate news consumer? This VOA lesson dives deep into the **verification process**—the foundation of legitimate journalism. 📄 Truthful reporting is a journey, evolving with new facts and perspectives. Verified journalism ensures that stories reflect the latest version of events, backed by multiple sources. From eyewitnesses to digital recordings, the goal is always the pursuit of truth.

Explore powerful examples, like the Walter Scott case, where a smartphone video helped correct misleading news reports. Learn how to verify news, recognize reliable sources, and stay informed in a world of constantly evolving information.

**Hashtags:**

#MediaLiteracy #JournalismMatters #VerifyTheTruth #VOALearning #InformedCitizens #ResponsibleNews

**Target Audience:**

Students, educators, journalists, and news consumers who seek to verify information and make informed decisions.

**Call to Action:**

Watch the VOA video on the verification process and enhance your media literacy skills. Visit your local American Space to learn how to navigate today’s media landscape with confidence.

**SpaceX Calls New Starship Test a Success, Captures Rocket at Landing**



*Do you like science and technology? Explore STEM programs at your local American Space today!*



Credit: ECA/P/M

**Platform:** Facebook, X, Instagram

**Post Text:**

 **SpaceX Completes 5th Starship Test Flight with Historic Booster Landing!**

SpaceX achieved a major milestone as its super heavy booster rocket successfully returned to Earth and landed using the giant "chopstick" arms at Boca Chica, Texas. This flight marks significant progress for SpaceX, whose Starship system will soon be used by NASA to carry astronauts to the moon under the Artemis program. 🌕

Discover more about this mission and how SpaceX and NASA are shaping the future of space travel.

 [Read the full story and listen to the podcast](#)

**Hashtags:**

#SpaceX #Starship #NASA #MoonMission #ArtemisProgram  
#ScienceAndTech #SpaceExploration

**Target Audience:**

Space enthusiasts, STEM students, and individuals curious about NASA's Artemis program and space innovation.

**Call to Action:**

Explore the article and podcast to learn how SpaceX's progress is paving the way for future lunar missions.

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 linked Canva account or 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).** In Canva, we have images formatted for Facebook, LinkedIn, X, and Instagram for upcoming themes and you can customize them to fit your community's needs.



# American Spaces

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