American Spaces Social Media Digest No images? <u>Click here</u>



American Spaces

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

[December Edition]

January, February, and March 2025

Engage & Grow (Social Media Playbook)

Welcome to the latest edition of Engage & Grow!

This month, we continue our new approach to enhancing your social media outreach by providing suggested posts well in advance. In this edition, you'll find ready-to-use content for **January, February, and March**, giving you extra time to plan, prepare, and optimize engagement efforts across platforms.

Additionally, the **Office of American Spaces will continue tracking hashtag usage** to gain insights into how content is performing and being shared across different platforms. By actively incorporating the suggested hashtags, you help us measure engagement, identify trends, and showcase the powerful work being done worldwide. Stay tuned for more **Sustained Engagement Content** that will further strengthen your messaging, and let's make the

most of these observances to inspire positive change and engagement!

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 <u>albums in the American Spaces Facebook group</u> (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.

Recommended Core Engagement Content

STOP!

END HUMAN

Human Trafficking Awareness Month

Credit: Canva Pro; ECA/P/M

As we recognize key observances like Human Trafficking Awareness Month, International Women's Day, and Black History Month, we encourage you to explore the posts,

hashtags, and visuals provided. Your creativity and participation are essential to building meaningful connections through American Spaces programs. These observances provide excellent opportunities to engage both regular participants and new audiences, fostering a sense of community and dialogue on important global themes.

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.

January (all month) - Human Trafficking Awareness Month

Human Trafficking Awareness Month

JANUARY IS

Credit: ECA/P/M

Platform: Facebook

Target Audience: Civil society groups, community organizers, human rights advocates

Post:

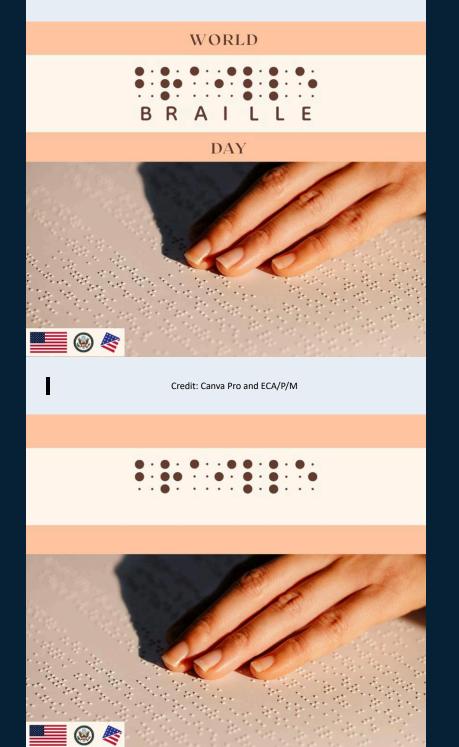
🚨 Human Trafficking Awareness Month 🚨

Every year, millions fall victim to trafficking worldwide. American Spaces is dedicated to raising awareness and empowering communities to combat trafficking through education and discussion. Together, we can make a difference. Hashtags: #EndHumanTrafficking #AwarenessMatters #HumanRights #AmericanSpaces

Call to Action: Join an upcoming event at your nearest American Space to learn how you can help combat trafficking in your community.

Recommended Image: A symbolic image of hands breaking free from chains, or a community discussion circle.

January 4 - World Braille Day



Credit: Canva Photo and ECA/P/M

Platform: Instagram

Target Audience: Educators, disability advocates, younger audiences on Instagram

Post:

World Braille Day celebrates the importance of accessible education for all! Learning isn't limited by sight, and Braille opens up a world of opportunities. American Spaces supports inclusive education through innovative programming for all learners.

Hashtags: #WorldBrailleDay #InclusionMatters #AccessibleEducation #AmericanSpaces

Call to Action: Learn more about inclusive education initiatives at American Spaces near you.

Recommended Image: A close-up of Braille books or someone reading Braille with their hands.

January 11: Human Trafficking Awareness Day



Target Audience: Civil society groups, local communities, human rights advocates

Post:

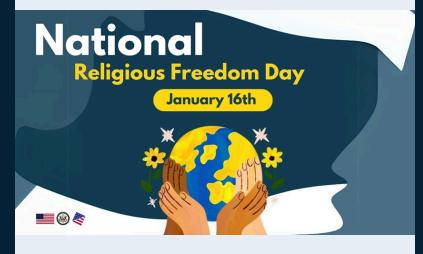
Human Trafficking Awareness Day is a reminder that trafficking affects millions worldwide. American Spaces stands with survivors and communities to raise awareness and educate people on ways to prevent trafficking. Together, we can end it.

Hashtags: #EndHumanTrafficking #AwarenessMatters #HumanRights #AmericanSpaces

Call to Action: Join a workshop or discussion at an American Space near you to learn how you can help.

Recommended Image: A community event focused on trafficking awareness or symbolic imagery like hands breaking free from chains.

January 16: National Religious Freedom Day



Credit: ECA/P/M

Platform: X

Target Audience: Human rights organizations, activists, educators

Post:

National Religious Freedom Day highlights the importance of tolerance and diversity. At American Spaces, we promote dialogue on religious freedom, ensuring everyone's right to practice their beliefs without fear.

Hashtags: #ReligiousFreedom #HumanRights #Tolerance #AmericanSpaces

Call to Action: Participate in an interfaith panel discussion at your nearest American Space.

Recommended Image: A photo of an interfaith group in conversation or diverse religious symbols displayed together.

January 20: Martin Luther King Jr. Day



Credit: ECA/P/M Photo of Martin Luther King Jr.: Julian Wasser

Platform: LinkedIn

Target Audience: Community leaders, educators, professionals

Post:

* "The time is always right to do what is right." - Dr.
Martin Luther King Jr.

On **Martin Luther King Jr. Day**, American Spaces reflects on his legacy of equality, justice, and nonviolence. Join us in empowering individuals to create positive change in their communities.

Hashtags: #MLKDay #JusticeForAll #EqualityMatters #AmericanSpaces

Call to Action: Attend a local event at an American Space to explore ways to promote justice and equality in your community.

INTERNATIONAL

DAY OF EDUCATION

January 24th

- 🛞 💐

Recommended Image: A modern civic engagement workshop or a photo of Dr. King.

January 24: International Day of Education



Credit: ECA/P/M

Platform: Facebook

Target Audience: Teachers, students, lifelong learners, educational organizations

Post:

E International Day of Education celebrates the transformative power of learning! American Spaces offer resources and programs that foster curiosity and encourage lifelong learning. Join us in celebrating education for all!

Hashtags: #EducationForAll #LifelongLearning #GlobalLearning #AmericanSpaces

Call to Action: Discover how American Spaces can support your learning journey—visit us today or explore our online programs.

Recommended Image: Students engaging in hands-on learning or collaborative activities in a classroom.

January 27: International Holocaust Remembrance Day



It's our shared responsibility to fight against hatred and intolerance

Credit: ECA/P/M

Platform: X

Target Audience: Human rights activists, educators, students, and history enthusiasts

Post:

1 International Holocaust Remembrance Day honors the memory of the millions who perished and reminds us of our shared responsibility to fight against hatred and intolerance. American Spaces support education and dialogue to ensure that the lessons of history are never forgotten.

Hashtags: #HolocaustRemembranceDay #NeverForget #HumanRights #AmericanSpaces

Call to Action: Attend a remembrance event or educational program at your nearest American Space to learn more and pay tribute.

Recommended Image: A solemn memorial scene or a candlelight vigil in remembrance.

February: Black History Month



BLACK HISTORY MONTH

Credit ECA/P/M

Platform: Instagram

Target Audience: Youth, educators, and community leaders

Post:

Black History Month is a time to honor the achievements and contributions of Black individuals throughout history. Join American Spaces in celebrating stories of resilience, excellence, and empowerment.

Hashtags: #BlackHistoryMonth #AmericanSpaces #CelebrateDiversity #Empowerment

Call to Action: Explore events at your local American Space this month and discover inspiring stories that shape our world.

Recommended Image: A collage featuring notable Black historical figures or moments from local events.

February 2: World Wetlands Day



Since 1970, the wetlands have decreased by 35% globally



Credit: ECA/P/M

Platform: Facebook

Target Audience: Environmentalists, local communities, and students

Post:

World Wetlands Day highlights the importance of the wetlands in sustaining life on our planet. American Spaces hosts programs that encourage environmental awareness and inspire communities to protect our ecosystems.

Hashtags: #WorldWetlandsDay #ConservationMatters #ProtectOurPlanet #AmericanSpaces

Call to Action: Visit an American Space near you to join discussions on conservation efforts and sustainability.

Recommended Image: Wetland scenery or a group participating in an environmental awareness event.

February 6: International Day of Zero Tolerance for Female Genital Mutilation

International Day of **ZERO** Tolerance



Credit: ECA/P/M

Platform: X

Target Audience: Human rights organizations, activists, and educators

Post:

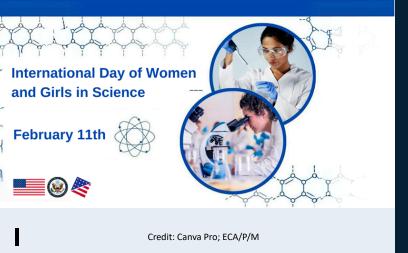
○ International Day of Zero Tolerance for FGM calls for global action to protect women and girls. American Spaces supports conversations that empower communities to end harmful practices and promote equality.

Hashtags: #EndFGM #HumanRights #EmpowerWomen #AmericanSpaces

Call to Action: Join an awareness event at an American Space to learn how you can advocate for gender equality and safety.

Recommended Image: A symbolic image promoting gender equality or participants in a human rights discussion.

February 11: International Day of Women and Girls in Science



Platform: LinkedIn

Target Audience: STEM professionals, educators, and students

Post:

(L) International Day of Women and Girls in Science celebrates the contributions of women in STEM fields and encourages the next generation to pursue careers in science. American Spaces are committed to promoting diversity in STEM.

Hashtags: #WomenInSTEM #STEMEducation #GenderEquality #AmericanSpaces

Call to Action: Join us for a STEM workshop or talk at an American Space to inspire the next generation of innovators.

Recommended Image: Women scientists in action or a hands-on STEM activity at an American Space.

February 17: Presidents' Day





Credit: ECA/P/M

Platform: LinkedIn

Target Audience: Human rights organizations, activists, educators, and professionals

Post:

World Day of Social Justice reminds us of the importance of fairness, equity, and inclusion. American Spaces foster conversations on social justice to inspire positive change in communities.

Hashtags: #SocialJustice #EquityMatters #Inclusion #AmericanSpaces

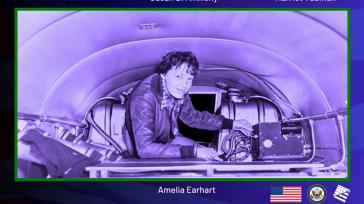
Call to Action: Attend a social justice workshop or event at an American Space and join the movement for fairness and equality.

Recommended Image: A diverse group of individuals engaging in dialogue about social justice issues.

March: Women's History Month

March is Women's History Month





Credit: ECA/P/M

Platform: Instagram

Target Audience: Youth, educators, community leaders, and activists

Post:

Women's History Month celebrates the incredible contributions of women throughout history. American Spaces programs spotlight inspiring women who have shaped our world and continue to lead in every field.

Hashtags: #WomensHistoryMonth #CelebrateWomen #AmericanSpaces #Empowerment

Call to Action: Discover events and programs at your nearest American Space this month and celebrate the achievements of women worldwide.

Recommended Image: A collage of influential women or moments from Women's History Month events.

March 1: Zero Discrimination Day

Zero Discrimination Day

🔲 🎯 🂐

Credit: ECA/P/M

Platform: X

Target Audience: Activists, human rights organizations, and community members

Post:

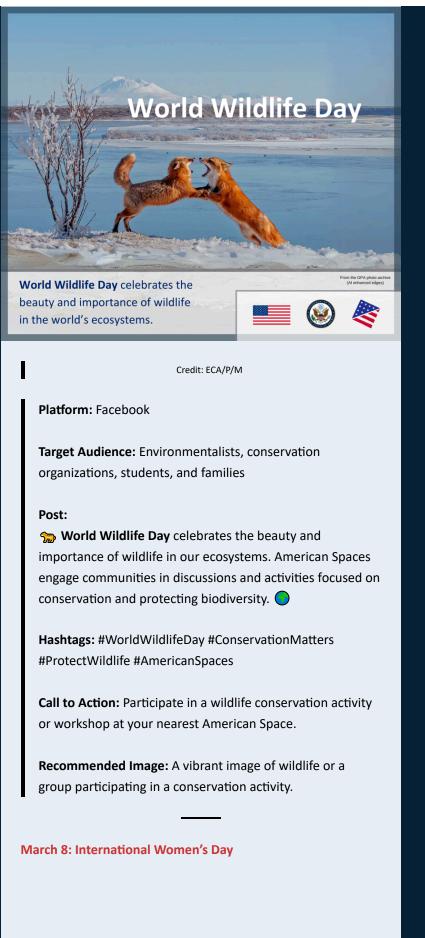
Zero Discrimination Day promotes the right of every individual to live with dignity and without prejudice. American Spaces host programs to raise awareness about discrimination and inspire inclusive action.

Hashtags: #ZeroDiscrimination #InclusionMatters #HumanRights #AmericanSpaces

Call to Action: Join a discussion at your local American Space on ways to build more inclusive and tolerant communities.

Recommended Image: Symbolic imagery of diversity and inclusion or participants in an event promoting tolerance.

March 3: World Wildlife Day



International Women's Day

Celebrating the contributions of women Encouraging the next generation to lead





Credit: ECA/P/M; Photo from Canva Pro

Platform: Instagram

Target Audience: Youth, activists, educators, and professionals

Post:

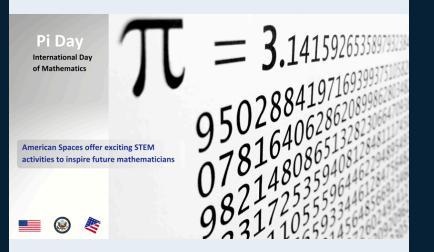
International Women's Day is a global celebration of women's achievements and a call to action for gender equality. American Spaces honors the incredible contributions of women in all fields and encourages the next generation to lead.

Hashtags: #InternationalWomensDay #GenderEquality #CelebrateWomen #AmericanSpaces

Call to Action: Join an event at an American Space to connect with inspiring women leaders and learn how you can support gender equality.

Recommended Image: A vibrant event with women speakers or a diverse group of participants celebrating women's achievements.

March 14: Pi Day/International Day of Mathematics



Credit: ECA/P/M

Platform: X

Target Audience: Educators, students, STEM professionals, and math enthusiasts

Post:

Pi Day/International Day of Mathematics celebrates the magic of numbers and how math shapes our world! American Spaces offer exciting STEM activities to spark curiosity and inspire future mathematicians.

Hashtags: #PiDay #MathMatters #STEMEducation #AmericanSpaces

Call to Action: Visit your nearest American Space to participate in fun math challenges and explore the wonders of STEM.

Recommended Image: Participants engaged in math games or hands-on STEM activities.

March 15: International Day to Combat Islamophobia



Credit: Image from Canva Pro collection

Platform: LinkedIn

Target Audience: Human rights organizations, educators, and community leaders

Post:

International Day to Combat Islamophobia calls for unity and understanding to eliminate prejudice. American Spaces foster dialogue to promote tolerance and mutual respect among people of all faiths.

Hashtags: #EndIslamophobia #ToleranceMatters #Inclusion #AmericanSpaces

Call to Action: Join us at an American Space to take part in conversations promoting religious tolerance and inclusion.

Recommended Image: A group discussion on interfaith understanding or an event promoting religious harmony.

March 21: International Day for the Elimination of Racial Discrimination

International Day for the Elimination of Racial Discrimination



Credit: ECA/P/M

Platform: Facebook

Target Audience: Civil society groups, activists, educators, and students

Post:

International Day for the Elimination of Racial

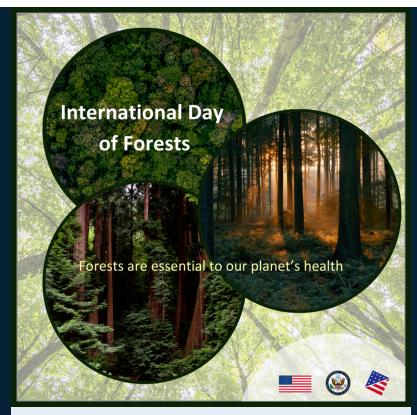
Discrimination reaffirms our commitment to equality and justice. American Spaces host programs that inspire action and raise awareness about the fight against racism.

Hashtags: #EndRacism #EqualityMatters #HumanRights #AmericanSpaces

Call to Action: Participate in a workshop at your nearest American Space to explore ways to combat racial discrimination.

Recommended Image: A protest march for equality or an inclusive community event.

March 21: International Day of Forests



Credit: ECA/P/M

Platform: Instagram

Target Audience: Environmentalists, students, and nature enthusiasts

Post:

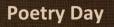
International Day of Forests celebrates the essential role forests play in our planet's health. American Spaces promote sustainability by engaging communities in environmental education and conservation.

Hashtags: #DayOfForests #SustainabilityMatters #Conservation #AmericanSpaces

Call to Action: Join us at an American Space for activities focused on the importance of forests and sustainable living.

Recommended Image: A lush forest landscape or a community planting event.

March 21: Poetry Day



Celebrate the power of words to inspire, heal, and connect.

I hear America singing, the varied carols I hear, Those of mechanics, each one singing his as it should be blithe and strong, The carpenter singing his as he measures his plank or beam, The mason singing his as he makes ready for work, or leaves off work, The boatman singing what belongs to him in his boat, the deckhand singing on the steamboat deck The shoemaker singing as he sits on his bench, the hatter singing as he stands,



Credit: ECA/P/M

Platform: Instagram

Target Audience: Youth, artists, educators, and poetry enthusiasts

Post:

Poetry Day celebrates the power of words to inspire, heal, and connect. American Spaces invites poets and storytellers to share their voices and foster creativity within our communities.

Hashtags: #PoetryDay #CelebratePoetry #CreativeVoices #AmericanSpaces

Call to Action: Join a poetry reading or writing workshop at your nearest American Space and unleash your creativity.

Recommended Image: A close-up of a poet reading aloud or a creative writing session in progress.

March 22: World Water Day



Credit: ECA/P/M

Platform: Facebook

Target Audience: Environmentalists, students, families, and conservation groups

Post:

♦ World Water Day reminds us of the vital role water plays in our lives. American Spaces raise awareness about water conservation and encourage sustainable practices to protect our planet's most precious resource.

Hashtags: #WorldWaterDay #WaterForAll #ConservationMatters #AmericanSpaces

Call to Action: Join a water conservation workshop at your local American Space and learn how small changes can make a big impact.

Recommended Image: A community event focused on water conservation or children participating in water-themed activities.

March 23: World Meteorological Day

12/27/24, 2:41 PM

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World Meteorological Day Visit an American Space to explore the science of weather and climate through interactive activities.

Credit: ECA/P/M

Platform: X

Target Audience: Climate scientists, students, educators, and environmental advocates

Post:

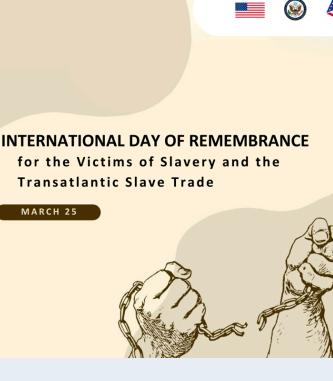
• World Meteorological Day highlights the importance of weather science in protecting our planet. American Spaces engage with communities on climate awareness and sustainable solutions for a better future.

Hashtags: #MeteorologicalDay #ClimateAction #STEMEducation #AmericanSpaces

Call to Action: Visit an American Space to explore the science of weather and climate through interactive activities.

Recommended Image: A workshop on climate science or a visual of a weather monitoring station.

March 25: International Day of Remembrance for the Victims of Slavery and the Transatlantic Slave Trade



Credit: ECA/P/M

Platform: LinkedIn

Target Audience: Historians, educators, activists, and students

Post:

Slavery and the Transatlantic Slave Trade honors the millions who suffered and acknowledges the legacy of slavery in shaping our world. American Spaces promote education on human rights and the fight for justice.

Hashtags: #EndSlavery #HumanRights #AmericanSpaces #NeverForget

Call to Action: Attend a remembrance event or discussion at an American Space to explore the lessons of the past and build a more just future.

Recommended Image: A memorial event or symbolic imagery related to the transatlantic slave trade.

Sustained Engagement Content

Highlighting STEM for Existing Audiences

This month's Sustained Engagement Content is all about

STEM! We're bringing you a collection of social media-ready content covering science, robotics, virtual reality, climate change, mathematics, and other STEM-related subjects. These posts are designed to captivate existing audiences and showcase the exciting programming available at American Spaces. By sharing engaging visuals and thought-provoking messages, you can highlight how American Spaces inspire learning and innovation in your community.

STEM Pioneers: Dr. Mae Jemison

STEM PIONEERS DR. MAE JEMISON

The first woman of color in space, Dr. Mae Jemison is a pioneer in medicine and technology. She served in the Peace Corps, researched vaccines, founded the Jemison Group to apply science for good and now leads the 100 Year Starship project, inspiring future innovators.

Discover how American Spaces can support STEM learning and inspire future changemakers like Dr. Jemison.

American Spaces

and the starts and

Credit: ECA/P/M; Photos: NASA

Platform: LinkedIn

Target Audience: Educators, students, young professionals, and STEM enthusiasts

Post:

Meet Dr. Mae Jemison: The first woman of color to travel into space and a pioneer in medicine and technology. As a physician, she served in the Peace Corps, researching

vaccines and healthcare delivery. After her historic NASA mission, she founded the Jemison Group, applying science to improve lives, and now leads the 100 Year Starship initiative, inspiring humanity to think beyond our solar system. Her work continues to inspire the next generation of innovators and scientists.

Hashtags: #STEMEducation #WomenInSTEM #InnovationNation #AmericanSpaces

Call to Action: Discover how American Spaces can support STEM learning and inspire future changemakers like Dr. Jemison.

Recommended Image: A photo of Dr. Mae Jemison in her NASA spacesuit or a vibrant illustration celebrating her achievements.

Introducing VR at American Spaces

Virtual Reality (VR) is revolutionizing education and training at American Spaces

> Interested in partnering with us?

Reach out to your local American Space to explore collaboration opportunities.

Credit: ECA/P/M; Photos: Canva Pro

Platform: LinkedIn

Target Audience: Educational institutions, technology companies, training organizations, and innovative

educators

Post:

Virtual Reality (VR) is revolutionizing education and training at American Spaces! VR technology creates immersive learning experiences that engage students and staff in ways traditional methods cannot. From virtual lab simulations to historical re-enactments and workforce training modules, VR provides a dynamic environment that enhances comprehension and retention.

We're seeking forward-thinking partners to collaborate on groundbreaking VR programs that inspire and educate. Together, we can transform how people learn and interact with the world around them.

Hashtags: #VirtualReality #EdTech #ImmersiveLearning #AmericanSpaces #InnovationInEducation

Call to Action: Interested in partnering with us to bring VR to more learners worldwide? Reach out to your local American Space or contact us to explore collaboration opportunities.

Recommended Image: A photo or graphic showing students wearing VR headsets, immersed in a learning experience.

Robotics at American Spaces

AMERICAN SPACES ROBOTICS

Interested in partnering to grow robotics education with American Spaces?

Connect with us to learn how we can work together to empower students worldwide.

Learn More @ ኛ American Spaces





Credit: ECA/P/M; Photo: Canva Pro

Platform: LinkedIn

Target Audience: Tech companies, educational organizations, robotics enthusiasts, and STEM advocates

Post:

Bobotics courses at American Spaces are equipping the next generation with essential skills in technology and engineering! Through hands-on projects and interactive learning, students explore concepts in robotics, coding, and automation, preparing them for future careers in STEM fields. These courses not only foster innovation but also teach critical problem-solving and teamwork skills.

We're seeking partners passionate about technology and education to collaborate and expand access to these transformative programs. Together, we can inspire more young minds to become the inventors and engineers of tomorrow.

Hashtags: #Robotics #STEMEducation #FutureEngineers #AmericanSpaces #EdTech

Call to Action: Interested in partnering to grow robotics programming at American Spaces? Connect with us to learn how we can work together to empower students worldwide.

Recommended Image: A photo of students working on a robotics project or a dynamic image of a robot in action.

Farmcraft

LOVE MINECRAFT? Ready to take your gaming skills to the next level?

Check out **Farmcraft** at American Spaces!



Credit: ECA/P/M

American Spaces are invited to participate in Farmcraft 2025. More details will be announced on the Managing American Spaces website later this year.

Platform: Facebook

Target Audience: Students aged 8-18, Minecraft enthusiasts, and young gamers interested in STEM and strategy

Post:

Love Minecraft? Ready to take your gaming skills to the next level? Check out Farmcraft, an exciting Minecraftbased game available at American Spaces! In Farmcraft, you'll explore a world full of challenges, using your creativity and strategy to solve real-world problems like resource management and sustainability.

Learn how to use tech and STEM principles to build and thrive in a virtual world, all while competing and

collaborating with friends. Whether you're an experienced builder or new to Minecraft, Farmcraft will put your skills to the test and teach you about science, technology, and even the business side of gaming!

Hashtags: #Farmcraft #Minecraft #STEMGaming #AmericanSpaces #GameOn

Call to Action: Head to your local American Space to join the adventure in Farmcraft and see if you have what it takes to become a master gamer and problem-solver!

Recommended Image: A captivating screenshot from Farmcraft featuring Minecraft graphics or players collaborating in the game.

Fueling Innovation in STEM

 Fueling Innovation,

 Powering Exploration, and

 Inspiring the Future of

 STEM.

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



Credit: ECA/P/M

Platform: Instagram

Target Audience: Students, educators, young professionals, and STEM enthusiasts

Post:

Fueling innovation, powering exploration, and inspiring the future of STEM. At American Spaces, we are committed to bringing the excitement of space exploration and scientific discovery to learners everywhere. From

hands-on science programs to discussions about the latest breakthroughs, our STEM initiatives empower the next generation to reach for the stars.

Hashtags: #STEMEducation #SpaceExploration #Innovation #AmericanSpaces #FutureOfSTEM

Call to Action: Visit an American Space to experience cutting-edge STEM programming and discover how you can become part of the next wave of explorers and innovators!

Recommended Image: An astronaut floating outside the International Space Station, with a view of Earth in the background.





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