

American Spaces Social Media
Digest

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**BUREAU OF EDUCATIONAL AND
CULTURAL AFFAIRS**

[January Edition]

April and May 2025

Engage & Grow

(Social Media Playbook)

Welcome to the latest edition of Engage & Grow!

In this issue, we're excited to continue equipping you with tools to enhance your social media outreach. You'll find suggested posts for April and May observances, along with evergreen content for **eLibraryUSA** and **Libby**, giving you ample time to plan and engage your audiences effectively.

As always, we encourage you to incorporate the recommended hashtags to help us track engagement, uncover trends, and highlight the meaningful work happening across American Spaces worldwide. Let's make the most of these upcoming observances to inspire connection and foster impactful conversations!

Note: To find past issues of Engage & Grow and other newsletters, go to [this link](#).

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.

Sustained Engagement Content

Highlighting eLibraryUSA and Libby

This month's Sustained Engagement Content focuses on the power of our digital resources! From eBooks and audiobooks to online learning tools, we're spotlighting how platforms like Libby and eLibraryUSA expand access to knowledge and entertainment. These ready-to-share posts are designed to engage your audience and demonstrate the invaluable resources available at American Spaces. By sharing these posts, you can inspire your community to explore, learn, and grow through cutting-edge digital technologies - but mostly, to get them to visit your Space.

Borrow Audiobooks for Free

Libby.

Borrow audiobooks for free!



Get Started:

1. Visit and attend a free program at an American Space.
2. Fill out the eLibraryUSA registration form.
3. Complete a short online training.
4. Borrow an audiobook & start listening!

Credit: ECA/P/M

Platform: Instagram

Target Audience: Students, lifelong learners, and audiobook enthusiasts

Post:

🎧 Borrow Audiobooks for Free! 🎧

Enjoy thousands of audiobooks on the go with the Libby app, now available through American Spaces! From bestselling fiction to language learning resources, there's something for everyone. 📖

Hashtags: #AudiobookLovers #eLibraryUSA
#LearnAnywhere #AmericanSpaces

Call to Action: Visit your nearest American Space to get started with Libby and unlock a world of free audiobooks!

Borrow eBooks for Free

Libby.

Borrow ebooks for free!



Get Started:

1. Visit and attend a free program at an American Space.
2. Fill out the eLibraryUSA registration form.
3. Complete a short online training.
4. Borrow a title & start listening!

Credit: ECA/P/M

Platform: Instagram

Target Audience: Students, book lovers, and lifelong learners

Post:

Borrow eBooks for Free!

Explore a world of stories, knowledge, and resources with the Libby app through American Spaces. From novels to academic texts, your next great read is just a tap away!

Hashtags: #eBooksForFree #eLibraryUSA #ReadAnywhere #AmericanSpaces

Call to Action: Visit your local American Space to learn how to access free eBooks and start your reading journey today!

Listen While You Run



Credit: ECA/P/M

Platform: Instagram

Target Audience: Fitness enthusiasts, students, and audiobook lovers

Post:

🏃 Listen While You Run! 🎧

Make the most of your workouts with audiobooks on Libby, available through American Spaces. From gripping stories to motivational non-fiction, take your library with you wherever you go!

Hashtags: #AudiobooksOnTheGo #eLibraryUSA
#ActiveLearning #AmericanSpaces

Call to Action: Visit your local American Space to sign up for Libby and enjoy free audiobooks while staying active!

Borrow in Libby

Borrow it in Libby.



Available from
eLibraryUSA

Credit: ECA/P/M

Platform: Instagram

Target Audience: Students, readers, and tech-savvy learners

Post:

📖 Borrow It in Libby! 🚀

Dive into eLibraryUSA with Libby, your gateway to thousands of eBooks and audiobooks. Whether you're into action-packed adventures or insightful nonfiction, Libby has it all—free through American Spaces!

Hashtags: #eLibraryUSA #eLibraryUSA #ReadMore #AmericanSpaces

Call to Action: Visit your nearest American Space to explore how Libby can connect you to an entire digital library at your fingertips!

eLibraryUSA Signup Process



eLibrary USA

- 1 Attend a free program at an American Space.
- 2 Fill out the eLibraryUSA registration form.
- 3 Complete a short online training.
- 4 Read, watch, listen, and research!

Visit us online at:
add your website here

Credit: ECA/P/M

Graphic: American Spaces Cambodia

Platform: Facebook, LinkedIn

Target Audience: Educators, researchers, English learners, and individuals seeking trusted information resources

Post:

 **Discover eLibraryUSA!** 

Dive into a world of knowledge with eLibraryUSA, a digital collection of trusted U.S. resources. From academic journals and books to award-winning films and language learning tools, eLibraryUSA has something for everyone. Explore resources like JSTOR, ProQuest Dissertations, and Kanopy, all designed to support learning, research, and personal growth.

Access is free through American Spaces! Visit your local American Space to learn more about workshops and programs that bring eLibraryUSA to life.

Hashtags: #eLibraryUSA #DigitalLibrary
#AmericanSpaces #MediaLiteracy #ResearchTools

Call to Action: Discover how eLibraryUSA can enhance your learning experience. Visit your local American Space to get started today!

Recommended Image: A vibrant image of a student using a laptop in a library setting, with an open book and coffee cup nearby, symbolizing access to knowledge and learning.

OverDrive's Libby App Featuring the Namesake



Credit: ECA/P/M


Platform: Facebook, Instagram


Target Audience: Readers, educators, and anyone passionate about exploring diverse cultures and stories

Post:

✈️ Travel the World with eLibraryUSA! 📖

Step into the world of Jhumpa Lahiri's *The Namesake*—a Pulitzer Prize-winning exploration of identity, family, and the immigrant experience. Discover this masterpiece and countless other classics on Libby through eLibraryUSA.

 From literary treasures to research tools, eLibraryUSA connects you to trusted resources and inspiring stories—all for free at your nearest American Space!

 Get started by attending a free program, completing a short registration, and diving into a universe of knowledge.

Hashtags: #eLibraryUSA #TheNamesake
#AmericanSpaces #ReadExploreLearn

Call to Action: Find your next favorite book and unlock a world of learning! Visit your local American Space today to explore [eLibraryUSA](#).

Kanopy



Find this film and more on Kanopy!



America in the Gilded Age and Progressive Era

Searching Kanopy using a keyword such as "Jazz," in this example, returns several titles, including "America in the Gilded Age."



Credit: ECA/P/M

Platform: Instagram

Target Audience: Film enthusiasts, music lovers, and educators

Post:

👉 Discover the Art of Jazz on Kanopy! 🎬
Explore the rich history and cultural impact of jazz with films and documentaries available on Kanopy through eLibraryUSA. From legendary musicians to modern interpretations, immerse yourself in the rhythm of creativity and expression.

Hashtags: #KanopyFilms #JazzHistory #eLibraryUSA
#AmericanSpaces

Call to Action: Visit your local American Space to access Kanopy and start streaming films that celebrate the vibrant world of jazz! _____

Recommended Core Engagement Content



Credit: ECA/P/M

As we look ahead to observances in April and May, such as **Earth Day**, **World Press Freedom Day**, and **Memorial Day**, we encourage you to explore the provided posts, hashtags, and visuals (available on Canva—please make a copy before customizing). They can help strengthen your social media presence and inspire impactful connections within your communities.

April is Arab American Heritage Month



American Spaces

Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: Community members, cultural advocates, and educators

Post:

🌟 **Arab American Heritage Month** 🌟

This April, we honor the history, culture, and contributions of Arab Americans who have enriched our communities and strengthened our nation. Celebrate diversity and learn more about the traditions that connect us all.

Hashtags: #ArabAmericanHeritageMonth
#CulturalExchange #DiversityMatters #AmericanSpaces

Call to Action: Visit your local American Space to participate in cultural programs and discussions celebrating Arab American heritage.

Recommended Image: A visually engaging scene showcasing traditional Arab art or a community event highlighting Arab American culture.

April is Jazz Appreciation Month



JAZZ
appreciation
MONTH

April is a time to celebrate the art form that revolutionized music

Credit: ECA/P/M
 Photos: Canva Pro

Platform: Facebook

Target Audience: Music enthusiasts, educators, and cultural advocates

Post:

🎷 **Jazz Appreciation Month** 🎷

April is a time to celebrate the art form that revolutionized music and brought people together across cultures. From its roots in the United States to its global influence, jazz embodies creativity, freedom, and collaboration.

American Spaces are excited to share programs and resources highlighting the history and legacy of jazz. Whether you're a musician, an educator, or simply a fan, join us in celebrating this incredible art form.

Hashtags: #JazzAppreciationMonth #CulturalExchange #AmericanMusic #AmericanSpaces

Call to Action: Visit your local American Space for jazz workshops, live performances, or resources on the history of jazz.

Recommended Image: A collage of iconic jazz instruments, such as a saxophone, piano, and trumpet, alongside a vibrant jazz performance.

April is Sikh Heritage Month



Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: Cultural advocates, educators, and community members

Post:

🌟 **Sikh Heritage Month** 🌟

April is a time to honor the rich history, traditions, and contributions of Sikh communities. Sikh Americans have played a vital role in shaping diverse and inclusive societies. Let's celebrate the values of equality, service, and resilience that are central to Sikh culture.

American Spaces are proud to promote cultural understanding through programs and discussions that foster inclusivity and shared learning.

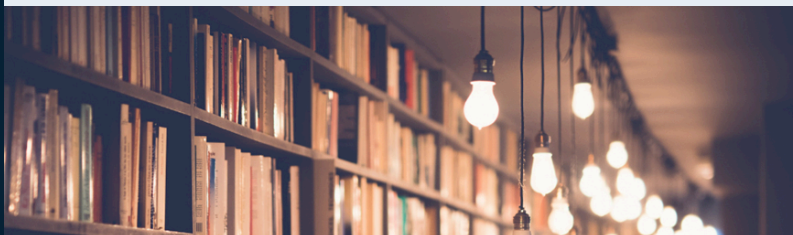
Hashtags: #SikhHeritageMonth #CulturalDiversity #InclusionMatters #AmericanSpaces

Call to Action: Visit your local American Space to join events celebrating Sikh heritage or learn more through our cultural exchange resources.

Recommended Image: A vibrant photo of a Sikh cultural

event, such as a traditional dance or community service activity.

National Library Week (April 6–12)



National Library Week American Spaces

April 6–12



Credit: ECA/P/M

Photo: Canva Pro

Platform: Facebook

Target Audience: Students, educators, and community librarians

Post:

 **National Library Week (April 6–12)** 

Libraries are gateways to knowledge and lifelong learning. This **National Library Week**, celebrate the role libraries play in building stronger communities. Explore resources and programs that connect people with the world of ideas. ✨

Hashtags: #NationalLibraryWeek #LibrariesTransform #LearningForAll #AmericanSpaces

Call to Action: Visit your nearest American Space to access educational materials, engage in workshops, and discover the power of libraries.

Recommended Image: A vibrant image of a library filled with students and community members engaged in various activities.

April 6: International Day of Sport for Development and Peace



Credit: Canva Videos and ECA/P/M

NOTE: For full resolution, download this GIF image from Canva.

Platform: Twitter

Target Audience: Sports enthusiasts, educators, and youth leaders

Post:

🏀 **International Day of Sport for Development and Peace**
🏆

Sports unite us, break barriers, and foster peace. This **April 6**, celebrate the power of sports in building stronger, more inclusive communities. 🤝

Hashtags: #SportForPeace #InclusionThroughSport
#AmericanSpaces

Call to Action: Join a sports-themed event or workshop at your local American Space to learn how sports can drive development and unity.

Recommended Image: A dynamic photo of a diverse group playing a team sport, emphasizing collaboration and joy.

April 7: World Health Day



Credit: Canva Photo and ECA/P/M

Platform: Facebook

Target Audience: Public health advocates, students, and educators

Post:

World Health Day (April 7)

Good health is the foundation of thriving communities. This **World Health Day**, let's champion access to healthcare and healthy living for everyone. American Spaces are here to support learning about global health initiatives and practices.

Hashtags: #WorldHealthDay #HealthForAll #GlobalHealth #AmericanSpaces

Call to Action: Attend a health awareness event or join discussions at your local American Space to explore how we can build healthier communities together.

Recommended Image: A diverse group of people engaging in a wellness activity or receiving health checkups.

April 12: International Day of Human Space Flight

INTERNATIONAL DAY OF HUMAN SPACE FLIGHT

Celebrating humanity's leap into the cosmos!

Visit your local [American Space](#) for interactive sessions and resources on space exploration and technology.



Credit: ECA/P/M

Photo: NASA - NASA astronaut Mike Hopkins

Platform: Facebook

Target Audience: STEM students, educators, and space enthusiasts

Post:

🚀 **International Day of Human Space Flight (April 12)** 🚀

Let's celebrate humanity's leap into the cosmos! 🌐 This April 12, we honor the pioneers who explored the final frontier and inspire the next generation of space adventurers. Explore resources and programs that connect you to the wonders of space.

Hashtags: #SpaceExploration #STEMEducation
#HumanSpaceFlight #AmericanSpaces

Call to Action: Visit your local American Space for interactive sessions and resources on space exploration and technology.

Recommended Image: An inspiring shot of Earth from space or astronauts working in space.

April 18: International Day for Monuments and Sites



Monuments and historic sites connect us to our shared heritage and inspire cultural preservation. This April 18, explore how we can make history more inclusive and accessible for all.

Credit: ECA/P/M
Photo and art: Canva Pro

Platform: Facebook

Target Audience: History enthusiasts, educators, and cultural advocates

Post:

 **International Day for Monuments and Sites (April 18)**



Monuments and historic sites connect us to our shared heritage and inspire cultural preservation. This April 18, explore how we can make history more inclusive and accessible for all.

Hashtags: #MonumentsAndSites #CulturalHeritage #InclusiveHistory #AmericanSpaces

Call to Action: Visit your local American Space to join a discussion on cultural preservation or explore a memorials resource [link your resource in the post text].

Recommended Image: A prominent cultural or historical site with visitors engaging in educational activities.

April 22: Earth Day



Credit: ECA/P/M



Credit: ECA/P/M

Photo: Canva Pro

Platform: LinkedIn

Target Audience: Environmental professionals, sustainability advocates, and educators

Post:

Earth Day (April 22)

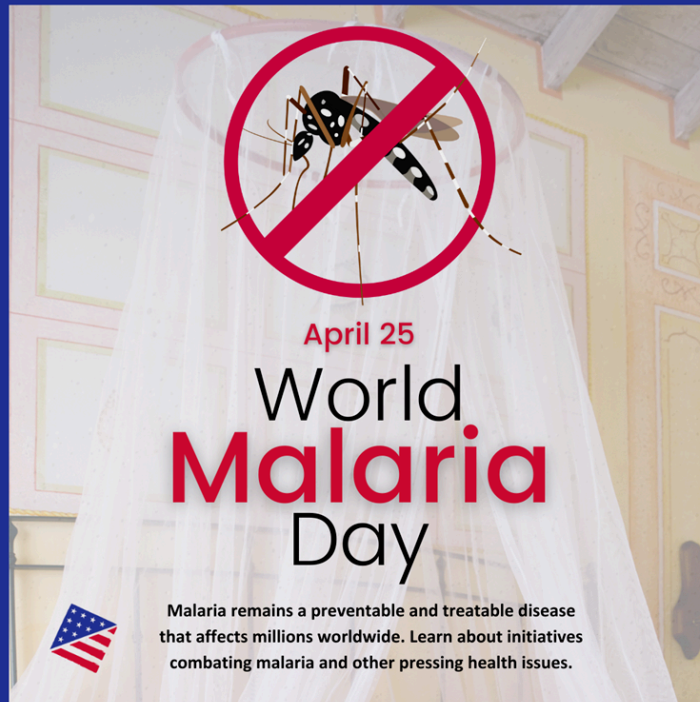
Earth Day highlights the importance of sustainable practices and environmental innovation. Join the global effort to combat climate change and foster stewardship for our planet. American Spaces offer resources, workshops, and discussions to inspire meaningful action toward a greener future.

Hashtags: #EarthDay #Sustainability #ClimateAction #EnvironmentalLeadership #AmericanSpaces

Call to Action: Explore events and resources at your local American Space to engage in environmental programs and initiatives.

Recommended Image: A professional team conducting an environmental workshop or a community sustainability project in action.

April 25: World Malaria Day



Credit: ECA/P/M

Photo: Canva Pro

Platform: Facebook and/or LinkedIn

Target Audience: Public health professionals, educators, and global health advocates

Post:

World Malaria Day (April 25)

Malaria remains a preventable and treatable disease that affects millions worldwide. On April 25, let's reaffirm our commitment to a healthier, malaria-free future. 🌍 American Spaces provide resources and discussions on global health challenges to inspire action.

Hashtags: #WorldMalariaDay #HealthForAll #GlobalHealth #AmericanSpaces

Call to Action: Join a global health-focused event at your local American Space to learn about initiatives combating malaria and other pressing health issues.

Recommended Image: A healthcare worker providing malaria education to a community or distributing mosquito nets.

April 26: World Intellectual Property Day



Credit ECA/P/M
Photo: Canva Pro

Platform: LinkedIn

Target Audience: Entrepreneurs, innovators, and educators

Post:

World Intellectual Property Day (April 26)

Intellectual property is the cornerstone of innovation and creativity. This April 26, join us in celebrating the innovators and creators whose ideas shape the future. American Spaces are committed to supporting intellectual property education through workshops and resources.

Hashtags: #WorldIPDay #Innovation #Entrepreneurship #IntellectualProperty #AmericanSpaces

Call to Action: Visit your local American Space to learn how intellectual property laws can help protect and advance your creative ideas.

Recommended Image: A professional setting with individuals brainstorming or showcasing creative works, such as prototypes or designs.

April 30: International Jazz Appreciation Day



Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: Music enthusiasts, cultural advocates, and students

Post:

🎷 **International Jazz Appreciation Day (April 30)** 🎷

Jazz is more than music—it's a celebration of freedom, creativity, and cultural exchange. This April 30, immerse yourself in the rhythms and stories of jazz, a uniquely American art form with a global impact.

Hashtags: #JazzAppreciation #CulturalExchange #AmericanMusic #AmericanSpaces

Call to Action: Visit your local American Space for a live jazz performance, music workshop, or discussion on the history of jazz.

Recommended Image: A jazz band performing live, emphasizing vibrant energy and cultural connection.

May is Asian American & Pacific Islander Heritage Month





Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: Cultural advocates, educators, and community leaders

Post:

 **Asian American & Pacific Islander Heritage Month** 

May is a time to celebrate the vibrant cultures, histories, and contributions of Asian Americans and Pacific Islanders. From art and music to leadership in science and technology, their impact resonates across all aspects of society.

American Spaces proudly highlights programs and resources that promote cultural understanding and inclusivity.

Hashtags: #AAPIHeritageMonth #CulturalExchange #DiversityMatters #AmericanSpaces

Call to Action: Join us at your nearest American Space for events and discussions celebrating AAPI contributions to our global community.

Recommended Image: A diverse group celebrating traditional AAPI cultural practices or an inspiring community event.

May is Jewish American Heritage Month



Credit: Canva Pro; ECA/P/M

Photo: Canva Pro

Platform: Facebook

Target Audience: Cultural advocates, educators, and community members

Post:

🌟 **Jewish American Heritage Month** 🌟

May is a time to honor the history, culture, and contributions of Jewish Americans who have enriched communities and advanced progress in countless fields. From art and literature to science and public service, their legacy continues to inspire.

American Spaces are committed to fostering cultural exchange and understanding through programs and resources that celebrate diversity.

Hashtags: #JewishAmericanHeritageMonth
#CulturalExchange #DiversityMatters #AmericanSpaces

Call to Action: Visit your local American Space to explore events and resources celebrating Jewish American heritage.

Recommended Image: A community event featuring Jewish traditions, art, or historical exhibits.

May 3: World Press Freedom Day



Credit: ECA/P/M

Photo: Canva Pro

Platform: Twitter

Target Audience: Journalists, human rights advocates, and civic leaders

Post:

 **World Press Freedom Day (May 3)** 

A free press is the cornerstone of democracy and human rights. On May 3, we honor journalists who bring truth to light and foster informed societies.

American Spaces stand with press freedom and offer programs that promote media literacy and critical thinking.

Hashtags: #WorldPressFreedomDay #PressFreedom #HumanRights #AmericanSpaces

Call to Action: Join a media literacy workshop or discussion at your local American Space to explore the vital role of a free press.

Recommended Image: A journalist at work, capturing a story, or a press freedom rally emphasizing unity and purpose.

May 5 - May 9: Air Quality Awareness Week



AIR QUALITY AWARENESS WEEK
 May 5–May 9

Clean air is essential for healthy communities and a sustainable planet. Learn how you can make a difference by raising awareness and adopting practices that improve air quality.


Credit: ECA/P/M

Photo: Canva Pro

Platform: Facebook

Target Audience: Environmental advocates, educators, and students

Post:

 **Air Quality Awareness Week (May 5–May 9)** 

Clean air is essential for healthy communities and a sustainable planet. This week, learn how you can make a difference by raising awareness and adopting practices that improve air quality.

American Spaces are proud to offer resources and programs focused on environmental sustainability and climate action.

Hashtags: #AirQualityAwarenessWeek #CleanAir #Sustainability #AmericanSpaces

Call to Action: Visit your local American Space for workshops on environmental health and air quality solutions.

Recommended Image: A scenic image of a city skyline on a clear day or a community tree-planting initiative.

May 17: The International Day Against Homophobia, Transphobia, and Biphobia

International Day Against Homophobia, Transphobia, and Biphobia



May 17 is a day to stand against discrimination and support inclusion and equality for all.



Credit: ECA/P/M

Photo: Canva Pro

Platform: Facebook**Target Audience:** Human rights advocates, educators, and community leaders**Post:**

 **International Day Against Homophobia, Transphobia, and Biphobia (May 17)** 

May 17 is a day to stand against discrimination and support inclusion and equality for all. Together, we can build communities where everyone feels safe and valued.

American Spaces are committed to fostering dialogue and understanding through programs that celebrate diversity and promote human rights.

Hashtags: #IDAHOTB #EqualityForAll #HumanRights #AmericanSpaces

Call to Action: Join discussions or attend events at your local American Space to learn how you can support inclusivity in your community.

Recommended Image: A diverse and inclusive group holding a symbol of solidarity, such as a rainbow flag or inclusive signage.

May 20: World Bee Day



World Bee Day May 20

Bees are essential for pollination, biodiversity, and food security.


Credit: ECA/P/M

Photo: Canva Pro

Platform: Facebook

Target Audience: Environmental advocates, educators, and students

Post:

 **World Bee Day (May 20)** 

Bees are essential for pollination, biodiversity, and food security. This May 20, let's celebrate the vital role bees play in sustaining life on Earth and raise awareness about protecting these incredible pollinators.

American Spaces offer programs and resources on environmental conservation and sustainable practices.

Hashtags: #WorldBeeDay #SaveTheBees #Sustainability #AmericanSpaces

Call to Action: Visit your local American Space to learn about the importance of bees and how you can help protect them through conservation initiatives.

Recommended Image: A close-up of a bee on a vibrant flower or a community garden project featuring pollinator-friendly plants.

May 21: World Day for Cultural Diversity for Dialogue and Development



Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: Cultural advocates, educators, and community leaders

Post:

 **World Day for Cultural Diversity for Dialogue and Development (May 21)** 

Cultural diversity strengthens our communities and fosters dialogue and development. On May 21, join us in celebrating the richness of our shared humanity and the importance of inclusion and understanding.

American Spaces are proud to promote cultural exchange and dialogue through programs that connect and inspire.

Hashtags: #CulturalDiversityDay #InclusionMatters #CulturalExchange #AmericanSpaces

Call to Action: Attend events or workshops at your local American Space to explore and celebrate cultural diversity.

Recommended Image: A vibrant display of cultural artifacts,

traditional attire, or a group participating in a cultural dialogue event.

May 26: Memorial Day



Credit: ECA/P/M
Photo: Canva Pro

Platform: Facebook

Target Audience: General public, veterans, and community members

Post:

Memorial Day (May 26)

Today, we honor the brave men and women who made the ultimate sacrifice in service to our nation. Memorial Day is a time to reflect on their courage and remember the freedoms they fought to protect.

American Spaces are dedicated to preserving and sharing stories of service and sacrifice that continue to inspire future generations.

Hashtags: #MemorialDay #HonorAndRemember #AmericanSpaces

Call to Action: Visit your local American Space for commemorative events, discussions, or exhibits honoring fallen heroes.

Recommended Image: A solemn image of a national cemetery or a community gathering paying tribute to fallen service members.



American Spaces

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