

American Spaces Social Media
Digest

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BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

May 2024

Engage & Grow (Social Media Playbook)

Hello, American Spaces' social-media team!

Welcome back to another edition of **Engage & Grow**, your monthly toolkit for enhancing the American Spaces' social media presence. Packed with captivating images, trending hashtags, and impactful text, this is your recipe for boosting engagement and building lively online communities. Get ready to tap into your creativity and elevate your location's social media presence. Let's dive in and make this month's journey just as exciting as the last!

Tip of the Month

This month let's focus on our audience by dividing it into two key overarching groups: our American Spaces **program participants** and our **influential alpha audience**.

Audience 1: Our program participants, are the heartbeat of our community, targeted for their active participation. Craft posts that resonate with their interests and foster engagement.

Audience 2: Our alpha influencers, hold strategic importance in advancing our goals. Tailor content to their preferences and niche interests, focusing on sparking impactful partnerships.

Understanding the unique needs of each group ensures our social media efforts drive exceptional results. What social media platforms do each of these audience groups frequent in your country? Let us know at americanspaces@state.gov.

May

As we step into May, we're honored to recognize a rich tapestry of cultural and societal milestones. From celebrating the vibrant heritage of Asian Americans and Pacific Islanders to commemorating the resilience and contributions of Jewish Americans, this month is a time to honor diversity and inclusivity.

Amidst the festivities, let's also shine a spotlight on **World Press Freedom Day**, acknowledging the vital role of a free press in upholding democracy and fostering informed societies. As we pay tribute to cherished traditions like **Star Wars Day** (May the Fourth be with You) and **Mother's Day**, let's not forget to raise awareness for important causes such as the **International Day against Homophobia, Transphobia, and Biphobia**; and **World Bee Day**. And as May draws to a close, we solemnly reflect on **Memorial Day**, honoring those who have paid the ultimate sacrifice for freedom. Let's unite under these hashtags to amplify our voices and celebrate the richness of May.

May's observances: #MentalHealthAwarenessMonth
#AsianAmericanPacificIslanderHeritage

#JewishAmericanHeritage #CincoDeMayo #MothersDay
#MemorialDay.

Below, please find image assets in English and without text
(for customization).

May Observances

#AsianAmericanPacificIslanderHeritage



#JewishAmericanHeritage

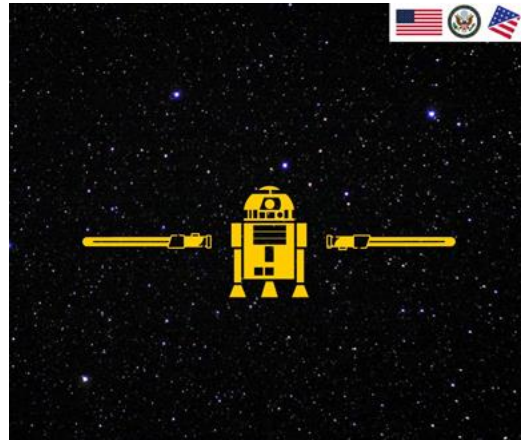
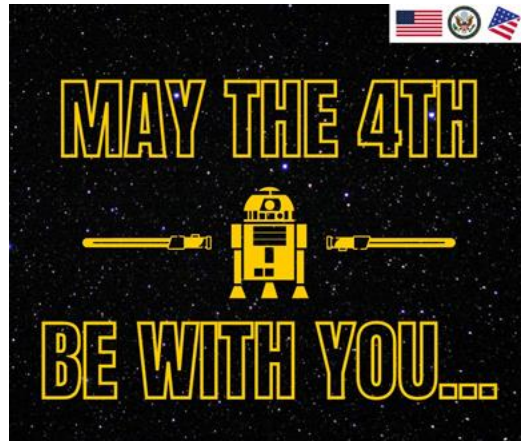


#WorldPressFreedom



Continued

#MaytheFourthbewithYou



#MothersDay



#IDAHOBIT



#WorldBeeDay





And shared from our colleagues in Consular Affairs, please see some potential social media post ideas that might be adapted to share with your American Spaces (if applicable):

The Eras Tour: A Taylor Swift themed post advising U.S. citizens traveling to see the upcoming international leg of The Eras Tour to check the Travel Advisory for their destination.

- [X/Twitter](#)
- [Instagram](#)
- [Facebook](#)

2024 Paris Olympics: A post to remind those planning to travel to France for the Olympics (or D-Day commemoration events) to check their passport expiration dates now!

- [X/Twitter](#)
- [Instagram](#)
- [Facebook](#)

Voting/2024 Election: An elections-related post of the year to remind U.S. citizens to visit [FVAP.gov](https://www.fvap.gov) and fill out the Federal Post Card Application to register to vote and request and absentee ballot overseas.

- [X/Twitter](#)
- [Instagram](#)
- [Facebook](#)

For a list of selected observances and their hashtags, please see [2024 Social Media Hashtags](#). 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.

Digital assets for use by social media managers for American Spaces are available from the [albums in the American Spaces Facebook group](#). We currently have images for formatted for Facebook and Instagram for upcoming themes and you can customize the assets to fit your local community's needs.

Content Commons 2.0 was just released on November 7, 2023. Content Commons is the central Department repository for messaging guidance and digital content. It now boasts an improved search function, content in reverse chronological order that showcases the most relevant content first, and the future capacity to share content across posts. The redesign is meant to serve all PD Communicators for urgent messaging on press, as well as longer-term content for Ambassadors' speeches, event planning, and targeted audience messaging. You can find it [here](#).





American Spaces

Want to learn about more events in your area or causes you care about? Tell us about yourself and your interests here:

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