



# Exchange Day Social Media Campaign

Join us in promoting Exchange Day on social media. Borrow the sample posts below, edit them, or compose your own. Include the hashtags listed and photos to increase your posts' reach.

## Hashtags:

- Primary hashtags: **#CelebrateExchangeDay**, **#ExchangesImpact**
- Additional hashtags: **#ExchangeDay2023**, **#EatPlayGive**

## Facebook posts for Monday, August 7<sup>th</sup>

- Today we **#CelebrateExchangeDay**, an opportunity for international exchange participants and host communities to come together to share cultural diversity and American customs, and to give back to their communities. Join us in raising awareness of the power and breadth of international exchanges. **#ExchangesImpact**
- What is Exchange Day? In a typical year, thousands of international students come to the U.S. to learn more about our culture, to travel around our beautiful landscapes, and to create new friendships. Now more than ever, Exchange Day is the day to celebrate and raise awareness about the importance of international exchanges. **#ExchangesImpact #CelebrateExchangeDay**

## Tweet timeline examples:

- Exchanges help improve foreign language skills, open your eyes to a new culture, and build lifelong friendships. **#CelebrateExchangeDay #ExchangesImpact**
- Today is Exchange Day! Help us spread the word by sharing your favorite exchange memory **#ExchangesImpact #CelebrateExchangeDay**
- Today we **#CelebrateExchangeDay** - programs that connect people, change lives and minds, and create a reservoir of goodwill toward the U.S. worldwide. **#ExchangesImpact**
- As we **#CelebrateExchangeDay** this year, invite those around you to share how **#ExchangesImpact** their lives



## Programmatic tweets:

- #Aupair exchanges foster daily cultural exchange in U.S. homes & connect Americans with the world. #CelebrateExchangeDay #ExchangesImpact
- #CampCounselors bring participants to U.S. summer camps to gain an American cultural experience. #CelebrateExchangeDay #ExchangeDay2022
- High school exchanges spread cultural understanding, build lifelong relationships, and create future international leaders. #CelebrateExchangeDay #ExchangesImpact
- #Intern exchanges establish business, political, and social ties between the U.S. & other countries. #CelebrateExchangeDay
- #SummerWorkTravel provides in-depth U.S. cultural exposure for international leaders and a window to the world for Americans. #CelebrateExchangeDay #ExchangesImpact
- International teacher exchanges open U.S. classrooms to new cultures & create a powerful multiplier effect. #CelebrateExchangeDay

## Facebook post timeline examples:

- Today, we celebrate the power of international exchanges. Join us in raising awareness of international exchange programs and spreading the word about the positive impact and breadth of international exchanges. We're so excited to connect with communities across the US! #CelebrateExchangeDay #ExchangesImpact
- Exchange Day is here! We're excited to celebrate the power of international exchanges as a community. #CelebrateExchangeDay #ExchangesImpact
- Today we #CelebrateExchangeDay – an opportunity for international exchange participants and host communities to come together to share cultural diversity and American customs, and to give back to their communities. Join us in raising awareness of the power and breadth of international exchanges. #ExchangesImpact



## Social media images

- See an example of an image to use on social media with your Exchange Day posts below. The below image and more can be accessed [here](#).

