



# Exchange Day Social Media Campaign

Join the virtual campaign on Exchange Day. 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**, **#EatPlayGive**
- Additional hashtags: **#ExchangesImpact**, **#ExchangeDay2019**

## Facebook posts for Monday, August 5

- Today we **#CelebrateExchangeDay**, an opportunity for international exchange participants and host communities to come together to "eat, play, and give" -- to share cultural diversity and American customs, to give back to their communities, and to have some fun! Join us in raising awareness of the power and breadth of cultural exchanges. Join our campaign: <https://www.alliance-exchange.org/events/celebrate-exchange-day/>
- What is Exchange Day? Each 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. Exchange Day is the day to celebrate and raise awareness about the importance of cultural exchanges. Join participants and host communities next Monday, Aug 5, and share why you believe **#ExchangesImpact**. Learn more at: <https://www.alliance-exchange.org/events/celebrate-exchange-day/>

## Tweet timeline examples:

- Exchange Day is only a week away. We're so excited to eat, play, and give with communities across the U.S.! **#CelebrateExchangeDay**
- Exchange Day on Aug 5 is almost here! Can't wait to **#CelebrateExchangeDay** & the power of international exchanges. Let's **#EatPlayGive** together.
- Exchanges help improve foreign language skills, open your eyes to a new culture, and build lifelong friendships. **#CelebrateExchangeDay** on Aug 5
- Today we **#CelebrateExchangeDay** -programs that connect people, change lives and minds, and create a reservoir of goodwill toward the U.S. worldwide.





## Programmatic tweets:

- #Aupair exchanges foster daily cultural exchange in U.S. homes & connect Americans with the world. #CelebrateExchangeDay on Aug 5 [www.exchangeday2019.weebly.com](http://www.exchangeday2019.weebly.com)
- #CampCounselors bring int'l students to U.S. summer camps to gain an American cultural experience. #CelebrateExchangeDay on Aug 5 [www.exchangeday2019.weebly.com](http://www.exchangeday2019.weebly.com)
- High school exchanges spread cultural understanding, build lifelong relationships, and create future international leaders. #CelebrateExchangeDay on Aug 5
- #Intern exchanges establish business, political, and social ties between the U.S. & other countries. #CelebrateExchangeDay on Aug 5 [www.exchangeday2019.weebly.com](http://www.exchangeday2019.weebly.com)
- #SummerWorkTravel provides in-depth U.S. cultural exposure for international leaders and a window to the world for Americans. #CelebrateExchangeDay on Aug 5
- International teacher exchanges open U.S. classrooms to new cultures & create a powerful multiplier effect. #CelebrateExchangeDay on Aug 5 [www.exchangeday2019.weebly.com](http://www.exchangeday2019.weebly.com)
- Exchanges help improve foreign language skills, open your eyes to a new culture, and build lifelong friendships. #CelebrateExchangeDay on Aug 5

## Facebook post timeline examples:

- Exchange Day is only weeks away! On Aug. 5<sup>th</sup>, 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 "Eat. Play. Give." with communities across the US! #CelebrateExchangeDay #EatPlayGive. For more information on how to get involved, visit: <https://www.alliance-exchange.org/events/celebrate-exchange-day/>
- Exchange Day on August 5<sup>th</sup> is almost here! A day when international exchange participants across the U.S. get involved in local communities to connect, serve, and enjoy American culture. We're excited to celebrate the power of international exchanges together. Want to participate in a local event near you? Visit: <https://www.alliance-exchange.org/events/celebrate-exchange-day/> #CelebrateExchangeDay #EatPlayGive
- Today we #CelebrateExchangeDay – opportunity for international exchange participants and host communities to come together to "eat, play, and give," to share cultural diversity and American customs, to give back to their communities, and to have some fun! Join us in raising awareness of the power and breadth of international exchanges. Join our campaign: <https://www.alliance-exchange.org/events/celebrate-exchange-day/>





## Social media images

- See examples of social media posts below, which we encourage you to use leading up to August 5th. Please visit our Resources page on [www.exchangeday2019.weebly.com](http://www.exchangeday2019.weebly.com) to access these images.

