

Summer of Action

SOCIAL MEDIA TOOLKIT



Stronger Communities through
Global Connections



WHAT'S INCLUDED

1. About Summer of Action
2. Hashtags
3. Social Media Templates
4. Important Links



ABOUT SUMMER OF ACTION

The Alliance for International Exchange is leading a summer-long campaign from Memorial Day through Labor Day to increase awareness and understanding of the benefits of international exchange programs on Americans and their local communities. This Summer of Action is an opportunity for Alliance member organizations and fellow exchange champions to show Members of Congress and their local offices the ways in which educational and cultural exchanges make their states and districts stronger.

Alliance member organizations and community partners can get involved in one of the following ways:

- Committing to lead advocacy in at least one city or community by scheduling a meeting with a local office or inviting Members of Congress and their staff to an event.
- Sharing the impact exchange programs have on your community using the hashtag **#ExchangesStartHere**.



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HASHTAGS

- Primary
 - #ExchangesStartHere
 - #StrongerCommunities #GlobalConnections
- Secondary
 - #ExchangesImpact
 - #ExchangesMatter

And make sure to tag the Alliance on LinkedIn, Facebook, Twitter (@AllianceExchange), and Instagram (@allianceforintlexchange)!



SOCIAL MEDIA TEMPLATES

Participating in the Summer of Action is a commitment, and we at the Alliance are so appreciative of your willingness to step up and get involved! We hope you'll share this commitment with your networks and current and future exchange champions using the following graphics and draft social media posts.

In addition to highlighting your organization's participation in the Summer of Action, we hope you'll take to social media to share data, and participant and alumni stories from the state/community your organization is engaging with. You can find key data and facts to feature on our "Important Links" slide.

On the next slide, you will find an example post paired with a graphic which you can find on the "Important Links" slide. Additional draft posts can be found on the "Important Links" slide as well.



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ORGANIZATION POST

This summer, [INSERT ORGANIZATION] is participating in the Alliance for International Exchange's Summer of Action, an advocacy campaign to increase awareness and understanding of the benefits of international exchange programs on Americans and their local communities. We look forward to sharing these benefits with [INSERT STATE/COMMUNITY] throughout the summer!

#ExchangesStartHere #StrongerCommunities

#GlobalConnections



IMPORTANT LINKS

1. [Fonts and Colors](#)
2. [Logos](#)
3. [Graphics](#)
4. [Draft Posts](#)
5. [Summer of Action Webpage](#)
6. [Key Exchange Data and Facts](#)



THANK YOU FOR TAKING ACTION!

**For communications or social media questions,
please contact Gabrielle Cascio at
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Alliance
for International Exchange