



Social Media Guide

gilmanscholarship.org

PURPOSE:

The U.S. Department of State's Gilman Scholarship Program utilizes various social media platforms to share information about the program with students, advisors, program alumni, and the general public. Important announcements, Gilman Scholar press, Gilman Global Experience blog posts, and photos are all regularly shared on our social media platforms and act as an avenue for you to share with your students for outreach purposes.

PLATFORMS CHECKLIST:

Connect with the Gilman Program on the following platforms and share our posts with your students, either by posting on your department's social media pages or emailing content to students.

- [Facebook](#): Application and award announcements, Gilman Scholar press, blog posts
- [Twitter](#): Application and award announcements, Gilman Scholar press, study abroad news, blog posts
- [Instagram](#): Application and award announcements, Gilman Scholar photos
- [YouTube](#): Application resource videos, video blogs
- [Pinterest](#): Gilman Scholar press, study abroad news and tips, Follow-on Service Project highlights
- [Google+](#): Blog posts, Gilman Scholar press

OUTREACH:

The Gilman Program recommends utilizing our social media pages as an outreach resource for your campus. Below are examples of ways that you can leverage Gilman social media as an outreach tool.

- Re-share announcements about application opening or awards announced on your department's webpages, or immediately notify your students via email.
- Encourage your Gilman Scholars abroad to share photos of themselves on Instagram, Twitter and/or Facebook using #gilmanscholarship, as well as any of your institution's hashtags. These photos are a great way to show potential applicants on your campus the possible experience that may await them!
- Share links for Gilman application instructional webinars and videos and promote your own information sessions and workshops.
- Remind your Gilman applicants to connect with us on social media so they too can receive important announcements and content.
- Notify us of any Gilman Scholar press releases from your institution so we can share on social media, and you can share on your department's pages as well.
- Encourage your Gilman Scholars to join the Gilman Alumni Group on LinkedIn, where they can connect with other Gilman Scholars and learn about professional development opportunities from the U.S. Department of State and other organizations.
- Subscribe to the Gilman Global Experience Blog to read posts from Gilman Scholars abroad. A great resource to connect potential Gilman applicants with if they are considering studying abroad.

USA STUDY ABROAD:

The U.S. Department of State's Study Abroad Office has many additional resources to support you as you advise students on international opportunities from the Department of State. Visit studyabroad.state.gov.

