# Social Media Toolkit

## Facebook Handles

* @gilmanscholarshipprogram
* @ExchangeProgramsAtState

## Instagram Handles

* @gilmanscholarshipprogram
* @exchangeourworld

### Twitter Handles

* @GilmanProgram
* @ECAatState

## Use our Hashtags!

* #GilmanScholarship
* #ExchangeOurWorld
* #InsideUSForeignPolicy

### Graphics Links

* <https://www.gilmanscholarship.org/wp-content/uploads/2021/05/Inside-U.S-Foreign-Policy-Instagram.png>
* <https://www.gilmanscholarship.org/wp-content/uploads/2021/05/Inside-U.S-Foreign-Policy-Twitter.png>

## Twitter Sample Posts

* Are you curious about the behind-the-scenes work that goes into building international relationships and tackling global issues? Join the U.S. Department of State for the new seminar series "Inside U.S. Foreign Policy"! Register today: [www.gilmanscholarship.org/insideusforeignpolicy](http://www.gilmanscholarship.org/insideusforeignpolicy)
* Are you curious about what it takes to work in international affairs and the skills you need to succeed as a diplomat? Join the U.S. Department of State for the new seminar series "Inside U.S. Foreign Policy"! Register today: [www.gilmanscholarship.org/insideusforeignpolicy](http://www.gilmanscholarship.org/insideusforeignpolicy)
* Want to learn about diplomacy from the experts? Join the U.S. Department of State for the new seminar series "Inside U.S. Foreign Policy"! Register today at: [www.gilmanscholarship.org/insideusforeignpolicy](http://www.gilmanscholarship.org/insideusforeignpolicy)

## Facebook and Instagram Sample Posts

* Do you want to know about the behind-the-scenes work that goes into building international relationships and tackling global issues? Want to hear what it’s like to work as a diplomat straight from the source? Join the U.S. Department of State for the new seminar series "Inside U.S. Foreign Policy"! You can learn about U.S. foreign policy and the State Department's work in different world regions. This is an opportunity you don't want to miss! Learn more and register here: [www.gilmanscholarship.org/insideusforeignpolicy](http://www.gilmanscholarship.org/insideusforeignpolicy)
* Are you curious about the behind-the-scenes work that goes into building international relationships and tackling global issues? Do you want to learn about diplomacy from the experts and learn about how they've forged their careers in international affairs? Join the U.S. Department of State for the new seminar series "Inside U.S. Foreign Policy"! Learn more and register here: [www.gilmanscholarship.org/insideusforeignpolicy](http://www.gilmanscholarship.org/insideusforeignpolicy)

# Promotional Email Templates

## For Gilman/CLS Alumni on Campus

Calling all Gilman and CLS alumni!

Are you or fellow students interested in learning about the behind-the-scenes work that goes into building international relationships and tackling global issues? Do you want to hear what it’s like to work as a diplomat straight from the source?

USA Study Abroad, part of the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program are pleased to invite current recipients and alumni of the Gilman Program and the State Department’s Critical Language Scholarship (CLS) Program to attend the next set of seminars as part of the *Inside U.S. Foreign Policy*series and gain an inside look at how the State Department designs and implements U.S. foreign policy around the world. American undergraduate and graduate students from all fields of study and backgrounds are also invited to attend.

Through six seminars, each focused on a specific world region, participants will learn directly from civil and foreign service officers about:

* the State Department’s foreign policy goals for that region,
* how offices in Washington, D.C. and U.S. embassies and consulates overseas work to further these goals, and
* how this work impacts Americans.

Each seminar will also include a panel of Gilman alumni working in the region, who will discuss their careers, and a breakout networking session. The seminars will last three hours each and be followed by an optional 30-minute informational session on a variety of careers within the U.S. State Department.

**Schedule of Events**

**October 14, 11:00am-2:30pm Eastern Time**: *U.S. Foreign Policy in Europe*

**REGISTER NOW** [**at this link**](https://iie-org.zoom.us/meeting/register/tJEkfuiupjwjH9Do71bNMXqHV3iPxpSwFONG)

**Please visit the *Inside U.S. Foreign Policy*webpage for more information** <https://www.gilmanscholarship.org/insideusforeignpolicy/>

**Watch the recording of the first seminar, *How U.S. Foreign Policy is Made*, here:** <https://youtu.be/IQUis7cq5Ng>

***Want to help spread the word on the program? Please feel free to use our “stakeholder toolkit” which includes sample social media posts and email templates you can use. Download here as a*** [***PDF***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-v13.pdf) ***or in*** [***Word***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-Simplev9.docx)***.***

**Thank you for your support of**USA Study Abroad, the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program!

## For Undergraduate or Graduate Students on Campus

Do you or someone you know want to learn about the behind-the-scenes work that goes into building international relationships and tackling global issues? Are you interested in hearing what it’s like to work as a diplomat straight from the source? USA Study Abroad, part of the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program are pleased to invite American undergraduate and graduate students from all fields of study and backgrounds to attend the next set of seminars as part of the *Inside U.S. Foreign Policy*series and gain an inside look at how the State Department designs and implements U.S. foreign policy around the world. Current recipients and alumni of the Gilman Program and the State Department’s Critical Language Scholarship (CLS) Program are especially encouraged to attend.

Through six seminars, each focused on a specific world region, participants will learn directly from civil and foreign service officers about:

* the State Department’s foreign policy goals for that region,
* how offices in Washington, D.C. and U.S. embassies and consulates overseas work to further these goals, and
* how this work impacts Americans.

Each seminar will also include a panel of Gilman alumni working in the region, who will discuss their careers, and a breakout networking session. The seminars will last three hours each and be followed by an optional 30-minute informational session on a variety of careers within the U.S. State Department.

**Schedule of Events**

**October 14, 11:00am-2:30pm Eastern Time**: *U.S. Foreign Policy in Europe*

**REGISTER NOW** [**at this link**](https://iie-org.zoom.us/meeting/register/tJEkfuiupjwjH9Do71bNMXqHV3iPxpSwFONG)

**Please visit the *Inside U.S. Foreign Policy*webpage for more information** <https://www.gilmanscholarship.org/insideusforeignpolicy/>

**Watch the recording of the first seminar, *How U.S. Foreign Policy is Made*, here:** <https://youtu.be/IQUis7cq5Ng>

***Want to help spread the word on the program? Please feel free to use our “stakeholder toolkit” which includes sample social media posts and email templates you can use. Download here as a*** [***PDF***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-v13.pdf) ***or in*** [***Word***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-Simplev9.docx)***.***

**Thank you for your support of**USA Study Abroad, the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program!

## For Faculty and Staff on Campus

**Do you have any students in your classes**who want to know about the behind-the-scenes work that goes into building international relationships and tackling global issues? Do they want to hear what it’s like to work as a diplomat straight from the source?

USA Study Abroad, part of the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program are pleased to invite American undergraduate and graduate students from all fields of study and backgrounds to attend *the* next set of seminars as part of the*Inside U.S. Foreign Policy*series and gain an inside look at how the State Department designs and implements U.S. foreign policy around the world. Current recipients and alumni of the Gilman Program and the State Department’s Critical Language Scholarship (CLS) Program are especially encouraged to attend.

Through six seminars, each focused on a specific world region, participants will learn directly from civil and foreign service officers about:

* the State Department’s foreign policy goals for that region,
* how offices in Washington, D.C. and U.S. embassies and consulates overseas work to further these goals, and
* how this work impacts Americans.

Each seminar will also include a panel of Gilman alumni working in the region, who will discuss their careers, and a breakout networking session. The seminars will last three hours each and be followed by an optional 30-minute informational session on a variety of careers within the U.S. State Department.

**Schedule of Events**

**October 14, 11:00am-2:30pm Eastern Time**: *U.S. Foreign Policy in Europe*

**REGISTER NOW** [**at this link**](https://iie-org.zoom.us/meeting/register/tJEkfuiupjwjH9Do71bNMXqHV3iPxpSwFONG)

**Please visit the *Inside U.S. Foreign Policy*webpage for more information** <https://www.gilmanscholarship.org/insideusforeignpolicy/>

**Watch the recording of the first seminar, *How U.S. Foreign Policy is Made*, here:** <https://youtu.be/IQUis7cq5Ng>

***Want to help spread the word on the program? Please feel free to use our “stakeholder toolkit” which includes sample social media posts and email templates you can use. Download here as a*** [***PDF***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-v13.pdf) ***or in*** [***Word***](https://www.gilmanscholarship.org/wp-content/uploads/2021/09/Inside-US-Foreign-Policy-Toolkit-Simplev9.docx)***.***

**Thank you for your support of**USA Study Abroad, the U.S. Department of State’s Bureau of Educational and Cultural Affairs, and its Benjamin A. Gilman International Scholarship Program!