



Exchange Day Social Media Campaign

This year, Exchange Day is going virtual to bring people together and celebrate exchange programs. This day will also serve to promote our collective #SaveJI social media efforts as we continue to advocate for exchange programs at the local, state and national level. 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**, **#SaveJI**
- Additional hashtags: **#ExchangeDay2020**

Facebook posts for Monday, August 3rd

- 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 virtually in raising awareness of the power and breadth of international exchanges. **#SaveJI**
- 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. Now more than ever, Exchange Day is the day to celebrate and raise awareness about the importance of international exchanges. **#ExchangesImpact**.

Tweet timeline examples:

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





Programmatic tweets:

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

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 #SaveJI
- Exchange Day is here! While we are marking the day virtually this year, 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. #SaveJI



Ways for program alumni to share your story:

OPTION 1

Step 1: Post a photo of yourself from your J-I exchange in the USA on Facebook or Instagram. If you don't have one digitally, you can take a digital photo of a printed photo and post that. Ideal photos include those that show you with American friends, photos of you during your exchange experience in the USA, or photos of you in iconic or famous locations in the USA.

Step 2: Caption the photo with the name of your exchange program, the location where the photo was taken, the year it was taken (the year you did your program). Then write Proud J-I from [your home country]. Lastly, MAKE SURE TO END YOUR POST WITH OUR CAMPAIGN HASHTAG: #SaveJI

Example:

J-I Summer Work & Travel. Glacier National Park, Montana. 2005. Proud J-I from Bulgaria!
#SaveJI

Step 3: Tag your current location by tapping "add location" on Instagram or "check in" on Facebook.

Step 4 (optional): Tag friends from your exchange experience that you connected with on Instagram or Facebook.

Step 5: Post!

OPTION 2

If you do not have any photographic evidence of your J-I experience in the USA:

Step 1: Take a photo of yourself holding a sign with the name of your home country on the left, the name of the place in the USA where you did your J-I exchange, and an arrow pointing from your home country to the location in the USA.

Example:

Ireland ---> Cape Cod, Massachusetts





Step 2: Upload the photo to Instagram or Facebook, and caption the photo with the name of your exchange program, the location where the photo was taken, the year it was taken (the year you did your program). Then write Proud J-I from [your home country]. Lastly, MAKE SURE TO END YOUR POST WITH OUR CAMPAIGN HASHTAG: #SaveJI

Example:

J-I Summer Work & Travel. Glacier National Park, Montana. 2005. Proud J-I from Bulgaria!
#SaveJI

Step 3: Tag your current location by tapping "add location" on Instagram or "check in" on Facebook.

Step 4 (optional): Tag friends from your exchange experience that you connected with on Instagram or Facebook.

Step 5: Post!

OPTION 3

Step 1: Post a photo of yourself from your exchange abroad on Facebook or Instagram. If you don't have one digitally, you can take a digital photo of a printed photo and post that. Ideal photos include those that show you with international friends or photos of you in iconic or famous locations in the country where you were staying.

Step 2: Caption the photo with the name of your exchange program, the location where the photo was taken, the year it was taken (the year you did your program). Lastly, MAKE SURE TO END YOUR POST WITH OUR HASHTAG: #CelebrateExchangeDay

Example:

Fulbright English Teaching Assistant. Budapest, Hungary. 2012. #CelebrateExchangeDay





Step 3: Tag your current location by tapping "add location" on Instagram or "check in" on Facebook.

Step 4 (optional): Tag friends from your exchange experience that you connected with on Instagram or Facebook.

Step 5: Post!

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](#).

