

# #IEW2015



## Social Media Toolkit

International Education Week

November 16–20, 2015

*Advancing Access for All*

U.S. Department of Education

U.S. Department of State

# #IEW2015

## What is #IEW2015?

International Education Week is an opportunity to celebrate the benefits of international education and exchange worldwide. It is a joint initiative of the U.S. Department of Education and the U.S. Department of State.

**The dates for IEW 2015 are November 16–20, 2015.**

**This year's theme is "Advancing Access for All".**

We encourage the participation of all individuals and institutions interested in international education and exchange. We want you to celebrate as much and as often as you like, and to that end, we have created this social media toolkit to help you spread the word about the importance of international education for all!

[Watch U.S. Secretary of Education Arne Duncan's Video on #IEW2015 to learn more:](#)



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## How can you participate?

### POST TO SOCIAL MEDIA

On the following pages, you'll find suggested social media language.  
Help us spread the word about the importance of international education for all!

### ATTEND OR HOST AN EVENT

You can attend or even host an IEW event in your community! Learn more at:

<http://eca.state.gov/programs-initiatives/international-education-week>

Find a list of scheduled IEW 2015 events at:

<http://eca.state.gov/programs-initiatives/international-education-week/iew-events-2015>

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## Suggested Tweets

Show your love for the world and celebrate International Education Week with us November 16–20! @GoGlobalED @ECAatState #IEW2015

#IEW2015 celebrates #GlobalEDforAll and the diversity of voices in the world: <http://ow.ly/Uc3r1> @GoGlobalED @ECAatState

Help us make sure everybody has access to international education. Celebrate #IEW2015 Nov 16–20! #GlobalEDforAll @GoGlobalED @ECAatState

Watch @arneduncan's address for International Education Week 2015: <http://ow.ly/Uc35C> @GoGlobalED @ECAatState @usedgov #IEW2015

EVERYBODY should have the opportunity to #studyabroad & #learnglobal. #IEW2015 is about promoting #GlobalEDforAll! @GoGlobalED @ECAatState

Think Global. Teach Global. Learn Global. Live Global. Celebrate #IEW2015 with @GoGlobalED and @ECAatState! #StudyAbroad #LearnLanguages

What does international education mean to you? Tell us your story with hashtags #IEW2015 #GlobalEDforAll! @GoGlobalED @ECAatState

How has international education shaped your life? Share your stories w/us via hashtags #IEW2015 #GlobalEDforAll. @GoGlobalED @ECAatState

DYK minority students make up 40% of US higher ed enrolments but less than 25% of study abroad students? Let's change that. #IEW2015

Global competencies = global success. Let's prepare our students to succeed in tomorrow's global workforce. #IEW2015 @GoGlobalED @ECAatState

#IEW2015 #GlobalEDforAll #studyabroadbecause

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## Suggested Facebook Posts

Show your love for the world and celebrate International Education Week with us November 16–20! Find an event near you: <http://eca.state.gov/programs-initiatives/international-education-week/iew-events-2015> #IEW2015

International Education Week 2015 celebrates access to #GlobalEDforAll and the diversity of voices in the world. Hear some of these voices at: <https://www.youtube.com/watch?v=gXYHCW0Tmh8> #IEW2015

Help us make sure everybody has access to international experiences. Celebrate #GlobalEDforAll during this year's International Education Week: November 16–20, 2015. #IEW2015

It's all about access. Watch U.S. Secretary of Education Arne Duncan's address for International Education Week 2015: <http://ow.ly/Uc35C> #IEW2015 #GlobalEDforAll

What does international education mean to you? Tell us your story with hashtags #IEW2015 and #GlobalEDforAll!

EVERYBODY should have the opportunity to study abroad and learn global. International Education Week 2015 is all about promoting #GlobalEDforAll! #IEW2015

Think Global. Teach Global. Learn Global. Live Global. Celebrate International Education Week 2015 with the U.S. Department of Education and the U.S. Department of State! <http://eca.state.gov/programs-initiatives/international-education-week> #IEW2015

Global competencies = global success. Let's prepare our students to succeed in tomorrow's global workforce. Celebrate International Education Week 2015! #IEW2015

DYK minority students make up 40% of US higher ed enrolments but represent less than 25% of study abroad students? Let's change that. #IEW2015

How has international education shaped your life? Share your stories with us using hashtags #IEW2015 and #GlobalEDforAll.

#IEW2015 #GlobalEDforAll #studyabroadbecause

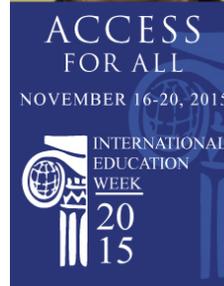
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## Images & Graphics

Jazz up your social media posts and IEW events with images and graphics!

Find these and more at: <http://eca.state.gov/programs-initiatives/international-education-week>.

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## Resources

### IEW 2015 ON SOCIAL MEDIA

Hashtags: #IEW2015 #GlobalEDforAll #studyabroadbecause

Twitter: [@GoGlobalED](#) [@ECAatState](#)

Facebook: [facebook.com/ExchangeProgramsAtState](https://www.facebook.com/ExchangeProgramsAtState)

### WEBSITES

<http://sites.ed.gov/international/international-education-week-2015/>

<http://eca.state.gov/programs-initiatives/international-education-week>

### VIDEOS TO SHARE

[U.S. Secretary of Education Arne Duncan's Message for International Education Week 2015](#)

[International Education is for Everyone](#)

[International Education Takes You Places](#)

[Building a Democratic World through International Education](#)