



# J Day Social Media Campaign

Join the virtual campaign on J Day! 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: **#CelebrateJDay**, **#EatPlayGive**
- Additional hashtags: #J1Visa, #ExchangesImpact, #globalfamily, #culturalexchange

## Facebook Posts for Monday, Aug 6

- Today we #CelebrateJDay an opportunity for international exchange participants and host communities to come together to "eat, play, and give" -- to share cultural diversity and American customs, to give back to their communities, and to have some fun! Join us in raising awareness of the power and breadth of cultural exchanges. Join our campaign: <http://www.alliance-exchange.org/events/celebrate-j-day/>
- What is J-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. J-Day is the day to celebrate and raise awareness about the importance of cultural exchanges. Join participants and host communities next Monday, Aug 6, and share why you believe #ExchangesImpact Learn more at: <http://www.alliance-exchange.org/events/celebrate-j-day/>

## Tweet Timeline Examples:

- J Day is only a week away. We're so excited to "Eat. Play. Give." with communities across the US!  
#CelebrateJDay  
<http://ow.ly/bNbM300ERIU>
- J Day on Aug 6 is almost here! Can't wait to #CelebrateJDay & the power of intl exchange. Lets #EatPlayGive together:  
<http://ow.ly/bNbM300ERIU>
- Exchanges help improve foreign #language skills, open your eyes to a new #culture & build lifelong friendships.  
#CelebrateJDay on Aug 6
- Today we #CelebrateJDay -programs that connect ppl, change lives and minds, & create a reservoir of goodwill toward the US worldwide #J1Visa



## Programmatic tweets:

- #Aupair exchanges foster daily #CulturalExchange in US homes & connect Americans with the world #CelebrateJDay Aug 6 [www.jday2018.weebly.com](http://www.jday2018.weebly.com)
- #CampCounselors bring int'l students to US summer camps to gain an American cultural experience #CelebrateJDay Aug 6 [www.jday2018.weebly.com](http://www.jday2018.weebly.com)
- High school exchanges spread cultural understanding, build lifelong relationships, and create future intl leaders #CelebrateJDay Aug 6
- #Intern exchanges establish business, political & human ties between the US & other countries #CelebrateJDay Aug 6 [www.jday2018.weebly.com](http://www.jday2018.weebly.com)
- #SummerWorkTravel provides in-depth US cultural exposure for intl leaders & a window to the world for Americans #CelebrateJDay on Aug 6!
- Intl teacher exchanges open US classrooms to new cultures & create a powerful multiplier effect #CelebrateJDay Aug 6 [www.jday2018.weebly.com](http://www.jday2018.weebly.com)
- Exchanges help improve foreign #language skills, open your eyes to a new #culture & build lifelong friendships. #CelebrateJDay on Aug 6

## Facebook Post Timeline Examples:

- J Day is only weeks away! On August 6<sup>th</sup> we celebrate the power of international exchanges. Join us in raising awareness of the J-I Exchange Visitor Program (EVP) and spreading the word about the positive impact and breadth of cultural exchange. We're so excited to "Eat. Play. Give." with communities across the US! #CelebrateJDay #EatPlayGive For more information on how to get involved, visit: <http://www.alliance-exchange.org/events/celebrate-j-day/>
- J Day on August 6<sup>th</sup> is almost here! A day when international exchange participants across the U.S. get involved in local communities to connect, serve, and enjoy American culture. We're excited to celebrate the power of international exchanges together. Want to participate in a local even near you? Visit: <http://www.alliance-exchange.org/events/celebrate-j-day/> #CelebrateJDay #EatPlayGive
- Today we #CelebrateJDay an opportunity for international exchange participants and host communities to come together to "eat, play, and give" -- to share cultural diversity and American customs, to give back to their communities, and to have some fun! Join us in raising awareness of the power and breadth of cultural exchanges. Join our campaign: <http://www.alliance-exchange.org/events/celebrate-j-day/>





## Social Media Images

- See examples of social media posts below, which we encourage you to use leading up to August 6th. Please visit our resources page on [www.jday2018.weebly.com](http://www.jday2018.weebly.com) to access these images.

