



ENGAGING WITH EDUCATIONUSA ON SOCIAL MEDIA

Follow Our Flagship Accounts



1

#StudyWithUS
#EducationUSA
#StudentSuccessStory
#EdUSAForum
#MyEducationUSA

Follow & Tag Our Center Accounts

Tag your relevant content to be "liked" or reposted. Each website center page includes links to that center's social media accounts.

2

Use EducationUSA Hashtags

3

Join Our Facebook Groups

Request to join the private regional Facebook Groups moderated by our Regional Educational Advising Coordinators. Find them via our @EdUSAHEI page.

4

- Stories about students receiving scholarships
- Student and alumni success stories
- Student and alumni stories from specific countries
- Students/alumni speakers for webinars and live social media
- Showcase international student campus influencers at your institution
- Create a social media scavenger hunt to encourage user-generated content

5

Learn the Landscape

Check the EducationUSA [Global Guide](#) for an overview of the social media landscape in each region.

6

Try These Content Ideas!

Your Official Source on U.S. Higher Education

Visit educationusa.state.gov for more information

