

"Virtual Exchange Is" Digital Campaign

SOCIAL MEDIA TOOLKIT

Virtual exchange is a powerful education tool to connect young people across the world. However, many people do not understand what virtual exchange is and how it can be used to build crucial 21st century skills and foster cross-cultural dialogue. The Stevens Initiative invites you to join a digital campaign to raise awareness about the field of virtual exchange.

Help Us Share the Impact of Virtual Exchange:

Share your virtual exchange experiences and what virtual exchange means to you using the hashtag [#worldclassconnection](#) on social media. Share, retweet, and amplify testimonies to shed light on how virtual exchange facilitates world-class connections within and beyond the classroom.

The sample prompts below are to help you start creating engaging content to post during the Virtual Exchange Is campaign. Use, modify, and expand upon these to post on your social media accounts.

Include the hashtag [#worldclassconnection](#) and tag [@StevensInit](#) whenever possible.

QUESTION	SAMPLE POST
What is the "Virtual Exchange Is" campaign?	Today, @StevensInit launched a campaign to share what virtual exchange is and how it can help teach young people about the world and each other. Join us and share your virtual exchange story using #worldclassconnection . http://as.pn/virtualexchange
What is virtual exchange?	Virtual exchange connects young people across borders, sparking dynamic learning, dialogue, and #worldclassconnection within and beyond the classroom. Excited to join @StevensInit to shine a spotlight on the impact of virtual exchange. http://as.pn/virtualexchange Virtual exchange creates world-class connections through accessible global education that helps prepare young people for the 21st century workforce. What does virtual exchange mean to you? Share your story with #worldclassconnection . http://as.pn/virtualexchange
Where is your virtual exchange, and who is participating?	Through @StevensInit, the students of the @M2GATEProgram in Michigan, Egypt, Lebanon, Tunisia, and Morocco collaborate through virtual exchange on social entrepreneurship projects. http://as.pn/virtualexchange #worldclassconnection
What was your favorite part of the virtual exchange process? What new skills did you learn through virtual exchange?	Through @IREXintl's #GlobalSolutions Challenge, students from the US & Jordan connect via virtual exchange & create a project that addresses a sustainability challenge in the hospitality industry. Learn more about virtual exchange & #worldclassconnection . http://as.pn/virtualexchange



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[#worldclassconnection](#)