2022 Survey of the Virtual Exchange Field
Call for Responses Announcement Toolkit

Announcement Date: Wednesday, June 15, 2022


Email: stevensinitiative.survey@gmail.com

SOCIAL MEDIA

Hashtag: #WorldClassConnection

Graphics: All graphics can be found here for your use.

In addition to providing sample language that can be used for your own social media posts, links to the Twitter, Facebook, and LinkedIn posts published with the announcement are below. Please help us amplify by liking and retweeting/sharing. You are of course welcome to modify the sample language based on your style and needs.

Twitter: @StevensInit

Twitter thread link for amplification: here

Suggested Retweet to the Stevens Initiative’s Thread: Respond to @StevensInit’s 2022 Survey of the Virtual Exchange Field to be included in the report and earn a chance to be invited to share in the report launch event this fall! https://www.stevensinitiative.org/2022-survey-of-the-virtual-exchange-field-call-for-responses/ #WorldClassConnection

Sample Language

Virtual exchange implementers: @StevensInit wants to learn about your virtual exchange! Help them gain critical insights about virtual exchange design and practice by responding to the 2022 Survey of the Virtual Exchange Field: https://www.stevensinitiative.org/2022-survey-of-the-virtual-exchange-field-call-for-responses/ #WorldClassConnection

Did you conduct a virtual exchange over the last year? Learn about @StevensInit’s 2022 Survey of the Virtual Exchange Field and submit a response for the chance to be featured in their upcoming report in November: https://www.stevensinitiative.org/2022-survey-of-the-virtual-exchange-field-call-for-responses/ #WorldClassConnection

Facebook: @StevensInitiative

Facebook post link for amplification: here
Help @TheStevensInitiative gain critical insights into global virtual exchange design and practice by responding to their 2022 Survey of the Virtual Exchange Field. Last year’s survey documented 3,073 virtual exchange programs from 233 schools, institutions, and organizations – make sure you’re featured in this year’s report and respond by September 15, 2022: https://www.stevensinitiative.org/2022-survey-of-the-virtual-exchange-field-call-for-responses/ #WorldClassConnection

LinkedIn: The Stevens Initiative at the Aspen Institute

LinkedIn post link for amplification: here

Sample Language

Have you run a virtual exchange since fall 2021? Respond to The Stevens Initiative at the Aspen Institute’s 2022 Survey of the Virtual Exchange Field to help capture how the field has changed over the last year. Learn more here: https://www.stevensinitiative.org/2022-survey-of-the-virtual-exchange-field-call-for-responses/ #WorldClassConnection

Newsletter/Email Blurb

The Stevens Initiative wants your help capturing data on global virtual exchange programs that took place from fall 2021 through summer 2022. Respond to their 2022 Survey of the Virtual Exchange Field to share more about your virtual exchange program. The survey closes on September 15, 2022, and all questions can be directed to stevensinitiative.survey@gmail.com. Read more about the survey and how you can participate here.

The 2022 Survey of the Virtual Exchange Field is supported by the Bezos Family Foundation.