

Stevens Initiative

Exchange Day 2024 Social Media Toolkit

Hashtags:

- #VirtualExchangers
- #CelebrateExchangeDay
- Additional Hashtags:
 - #ExchangesImpact
 - #ExchangeDay2024

Graphics: A graphic template can be found [here](#) for your use.

How to update:

- Download the editable PowerPoint file.
- Add your own logo, what virtual exchange is to you or your institution, and an image.
- Export as a PNG or JPEG
 - *Note: for highest quality images, export at a minimum size of 2400x1254*
- Share to social media

The Alliance for International Exchange also has a variety of Exchange Day graphics available for download [here](#).

In addition to providing template language that can be used to develop your own social media posts, we encourage you to amplify Stevens Initiative Exchange Day content on Youtube, Facebook, LinkedIn, and X by liking and sharing.

Facebook: [@StevensInitiative](#)

Post #1: To #CelebrateExchangeDay, I'm recognizing the profound impact of virtual exchange on the next generation of global citizens. #VirtualExchangers **[Reflection on what virtual exchange is to you – such as its qualities, benefits, challenges it addresses, or how it is implemented]**.

Join me by checking out the @StevensInitiative's #ExchangeDay2024 campaign!
<https://www.stevensinitiative.org/exchangeday2024>

Post #2: Happy #ExchangeDay2024! Today is the worldwide celebration of the power of cultural exchange. Thanks to support from international education and exchange organizations across the world #VirtualExchangers **[Description of the impact of virtual exchange on you or your community]**. Explore ways to #CelebrateExchangeDay with the @StevensInitiative:
<https://www.stevensinitiative.org/exchangeday2024>

LinkedIn: [The Stevens Initiative at the Aspen Institute](#)

Stevens Initiative

Post #1: Today we #CelebrateExchangeDay by raising awareness of the impact and breadth of cultural exchange. I'm joining the @Stevens Initiative at the Aspen Institute on their mission to connect young people everywhere for dialogue and discovery through virtual exchange. #VirtualExchanges **[Reflection on what virtual exchange is to you – such as its qualities, benefits, challenges it addresses, or how it is implemented]**. Discover how you can help us realize our collective mission: <https://www.stevensinitiative.org/exchangeday2024>

Post #2: #VirtualExchanges not only an immersive tool to connect young people from diverse places for discovery and dialogue, it's also a powerful way to **[Description of the impact of virtual exchange on you or your community]**. The @Stevens Initiative at the Aspen Institute is committed to creating more opportunities for every young person to participate in a meaningful virtual exchange. #CelebrateExchangeDay and explore and ways to get involved today: <https://www.stevensinitiative.org/exchangeday2024>

X (Formerly Twitter): [@StevensInit](https://twitter.com/StevensInit)

Post #1: We #CelebrateExchangeDay by amplifying the impact of exchange! #VirtualExchanges **[Reflection on what virtual exchange is to you – such as its qualities, benefits, challenges it addresses, or how it is implemented]**. Learn how you can join @StevensInit in the movement to reimagine global learning: <https://www.stevensinitiative.org/exchangeday2024>

Post #2: #ExchangeDay2024 is here! #VirtualExchanges a meaningful form of international exchange that **[Description of the impact of virtual exchange on you or your community]**. Explore @StevensInit's commitment to making virtual exchange an option for every young person: <https://www.stevensinitiative.org/exchangeday2024>