

SOCIAL MEDIA MESSAGING TOOLKIT

Help us spread the word!

AFSA has created this social media toolkit to help localize our public outreach effort. Members are encouraged to share stories of the Foreign Service on social media to help illustrate and make tangible the work we do. This toolkit offers sample text, videos, and messaging which are available for use on social media profiles and web pages.

Don't forget to follow AFSA on social media on [Twitter](#) and [Facebook](#) – you can share and repost our messages with a click of a button!

Foreign Service as the First Line of Defense

Twitter Sample Message (NR note: use teaser video)

The U.S. Foreign Service plays an important role in keeping Americans safe. Watch this video to learn more. <https://bit.ly/3bEREbL> #firstlineofdefense #keepingAmericanssafe #bringingAmericanshome

Facebook Sample Message (full video)

Posted in almost every country around the world, members of the Foreign Service are our eyes and ears on the ground. They are charged with the mission to promote and protect American interests and values and keep Americans secure and prosperous at home. Watch this video to learn more about the work of the Foreign Service.
<https://bit.ly/3313YPh>

Instagram Sample Message (teaser video)

<https://bit.ly/3bEREbL>

Did you know that the U.S. Foreign Service plays a key role in American national security? Visit AFSA.org to learn more #firstlineofdefense #usforeignservice

First line of defense - screwworm

Twitter Sample Message

Did you know that thanks to the U.S. Foreign Service, a pest from Latin America was prevented from disrupting our food security? Learn about the various ways the Foreign

Service keeps us safe. <https://bit.ly/3IU3D8> #firstlineofdefense #usforeignservice #APHIS

Facebook Sample Message

The U.S. Foreign Service keeps us safe in various and complex ways. For example, when the new world screwworm threatened American cattle, the U.S. Foreign Service stepped in to keep this threat from coming to our shores. Watch video to learn more.

<https://bit.ly/3IU3D8>

Instagram Sample Message

<https://bit.ly/3IU3D8>

The new world screwworm threatened our cattle and food security but the U.S. Foreign Service stepped in to neutralize the threat! #firstlineofdefense #usforeignservice #keepingamericanssafe

First Line of Defense - Defending Against International Terrorism

Twitter Sample Message

Did you know that it is thanks to the Foreign Service that flights into the U.S. were made safer? <https://bit.ly/31X6ve9> #firstlineofdefense #usforeignservice #keepingamericanssafe

Facebook Sample Message

U.S. Diplomats work to establish and maintain good relationships with other nations in order to ensure our national security. Learn how diplomats work to defend us against international terrorism. <https://bit.ly/31X6ve9>

Instagram Sample Message

<https://bit.ly/31X6ve9>

U.S. diplomats work to keep us safe against international terrorism. #firstlineofdefense #usforeignservice #keepingAmericanssafe

First Line of Defense – Countering Human Trafficking

Twitter Sample Message

U.S. diplomats stopped a human trafficking ring before it came to our shores. Watch this video to learn more <https://bit.ly/358lDaK> #firstlineofdefense #usforeignservice #keepingAmericanssafe

Facebook Sample Message

U.S. diplomats keep us safe in a number of different ways. For example, they stopped a human trafficking ring before it came to our shores. Learn more here: <https://bit.ly/358lDaK>

Instagram Sample Message

<https://bit.ly/358lDaK>

U.S. diplomats stopped a human trafficking ring before it came to our shores. #firstlineofdefense #usforeignservice #keepingAmericanssafe

COVID19 Response

Twitter Sample Message

From January to June 2020, members of the U.S. Foreign Service helped bring home more 100,000 Americans from 136 countries and territories around the world. <https://bit.ly/3jwZdDC> #firstlineofdefense #bringingAmericanshome #keepingAmericanssafe

Facebook Sample Message

Our global presence allowed our diplomats to move quickly and repatriate more than 100,000 Americans from 136 countries and territories around the world during the early months of the COVID19 pandemic. This is just one of the ways the Foreign Service keeps Americans safe. <https://bit.ly/3jwZdDC>

General Foreign Service

Twitter Sample Message

U.S. diplomats operate out of embassies and consulates at 276 posts around the world. Learn more about what an embassy looks like. <https://bit.ly/2QXNtOE> #firstlineofdefense #usforeignservice #diplomats

Facebook Sample Message

U.S. diplomats are non-partisan public servants charged with carrying out our foreign policy. As career professionals, they are trained in foreign languages, international relations, and diplomacy. They work in an embassy when they are abroad. Watch this video to learn about a typical U.S. Embassy. <https://bit.ly/2QXNtOE>

Instagram Sample Message

<https://bit.ly/2QXNtOE>

A U.S. Embassy is where American diplomats work when they're abroad. Ever wonder what a typical embassy looks like? #usforeignservice #keepingamericanssafe #diplomats