



One Year Since Everything Changed

## Social Media Toolkit

**Campaign:** USAID Commemoration

**Duration:** Feb. 2 – Feb. 28, 2026

**Tagline:** Service Endures

With this campaign, we are commemorating one year since the administration shut down USAID; documenting the truth of what happened while affirming the value of the discarded USAID workforce and underscoring their continued commitment to service.

Join the campaign by posting on your social media channels. This toolkit includes guidelines, sample messages, and visual assets to get you started. You may use the sample messages as written or adapt them for your platform and audience.

### SAMPLE MESSAGES

#### Feb. 2 Campaign Launch

One year ago, the administration began its attacks on USAID—an agency that for more than 60 years advanced American interests, saved lives, and strengthened U.S. leadership around the world.

This anniversary is about documenting the truth of what happened, acknowledging the cost to the United States, and honoring the patriotic public servants who powered the world's leading development agency.

#USAIDOneYear

## For USAID community

USAID may have been shut down, but service did not end.

Former USAID professionals continue serving—in government, international organizations, civil society, and in their own communities. The institution was targeted but the commitment to service has endured.

Stand up for service and the expertise that makes the country stronger.

#ServiceEndures

## Workforce + Counter-Narrative

When USAID was shut down, more than 16,000 experienced public servants were pushed out of government.

They were not “criminals” or “wasteful bureaucrats.” They were dedicated professionals who served the United States, often in dangerous and difficult conditions.

Discarding that expertise weakened America.

This month, we honor their service and the contributions they made—and continue to make—on behalf of the United States. #USAIDOneYear

## Humanitarian Consequences

Last year, USAID was shuttered in a matter of days.

Critical humanitarian and development programs were halted and partnerships were broken. In less than a year, the loss of USAID has been linked to hundreds of thousands of preventable deaths from infectious disease and malnutrition.

USAID once made America strong; shutting it down has cost us relationships, credibility, and our global standing. #USAIDOneYear

## Domestic Impact

It has been a year since the illegal shutdown of USAID. The damage inflicted did not stop overseas—it has hurt Americans at home.

Tens of thousands of U.S. private-sector jobs were lost, farmers lost access to key markets, and billions in contracts were abruptly voided.

The decision to shut down USAID weakened the U.S. economy as well as our global standing. #USAIDOneYear

## Visual Assets

We have developed graphics that you can use to accompany your posts. [View and download them here.](#)

## Hashtags

Hashtags help coordinate the campaign and track its reach across platforms. Primary campaign hashtags are: #USAIDOneYear and #ServiceEndures

Use one or both hashtags where appropriate.

**Note to Coalition Partners:** Organizations may tailor tone and length for their platforms, but are encouraged to:

- Keep the core framing intact
- Use verified facts
- Emphasize service, expertise, and consequences

**Questions?** Contact Nikki Gamer ([gamer@afsa.org](mailto:gamer@afsa.org)) and Nadja Ruzica ([ruzica@afsa.org](mailto:ruzica@afsa.org))