



## Fulbright 75th Anniversary Campaign Communications, Social Media, and Activities Resources for *Institutions*

### Background

The Fulbright Program is celebrating its 75<sup>th</sup> Anniversary in 2021. Throughout the year, the U.S. Department of State's Bureau of Educational and Cultural Affairs and our Fulbright partners across the world are highlighting the impressive accomplishments of Fulbright alumni, the legacy of the program, and Fulbright's impacts on education, industries, culture, and communities. Higher education institutions are key to the Fulbright Program's success, and we invite your communications team to promote the anniversary on your campus and to your alumni and local communities by using the resources in this toolkit.

We launched a dedicated 75th anniversary website ([www.fulbright75.org](http://www.fulbright75.org)) and are updating it throughout the year to showcase alumni stories related to monthly themes. It includes a calendar of anniversary events and activities (which we hope you will contribute to), highlights from the program's history, and many other digital elements.

To join the celebration honoring 75 years of the Fulbright Program, we encourage you to carry out two main objectives:

- 1. Celebrating on Your Campus-** Host and promote anniversary activities and events, virtual and/or in-person. Visit [www.fulbright75.org](http://www.fulbright75.org) to view a global events calendar and use the event submission form [direct link: <http://event.fulbright75.org/pages.services/?ts=1607707598237>] to submit your Fulbright event/s for inclusion in the global 75<sup>th</sup> Anniversary Events Calendar.
- 2. Featuring Impactful Alumni** – Identify – and highlight - Fulbrighters among your faculty, staff, and alumni who have made a significant impact locally, nationally, or globally. We encourage you to include stories of your young professionals, in addition to your Fulbright alumni who may be more established in their fields, to help us inspire the next generation of Fulbrighters.

If you have any questions about this campaign, please email [FPA@iie.org](mailto:FPA@iie.org) or [outreach@iie.org](mailto:outreach@iie.org).

## 75<sup>th</sup> Anniversary Themes:

- Fulbright 75th Anniversary celebratory activities and communications have two overarching communications goals – to illustrate the positive impact of the program on individuals, institutions, and communities and to illustrate and amplify diversity within Fulbright in all of its forms so that the program is truly reflective of the United States. In addition to the traditional celebrations of specific months, such as Black History Month and Women’s History Month, which we highlight every year, 2021 has been divided into four quarterly focus areas and 12 monthly communications themes as follows:

<p><b>Q1: GLOBAL THINKING FOR A CHANGING WORLD</b></p> <p>January – Science, Technology, &amp; Public Health February – Leadership in Communities March – Education</p>	<p><b>Q2: ADVANCEMENT &amp; ILLUMINATION</b></p> <p>April – Protecting the Planet May – Advancements &amp; Awards June – Arts &amp; Culture</p>
<p><b>Q3: GLOBAL FULBRIGHT</b></p> <p>July – Fulbright Commissions &amp; Partnerships August – Witness to History September – Impact on Diplomacy</p>	<p><b>Q4: FUTURE-FOCUSED FULBRIGHT</b></p> <p>October – Leaders &amp; Leadership (Business, Academia, Technology, etc.) November – Next Generation Impact December – The Future and Importance of International Education</p>

## Social Media

### Hashtags & Handles

Campaign hashtags: #Fulbright75 #GlobalImpact

Official Fulbright Program handles:

- **Twitter:** @FulbrightPrgrm
- **Facebook:** @Fulbright
- **Instagram:** @the\_fulbright\_program
- **LinkedIn:** The Fulbright Program Company Page

### Resources: Important Links

- 75th Anniversary Website: [www.fulbright75.org](http://www.fulbright75.org)
- Fulbright and 75th Anniversary Digital Resources
  - Design Assets (75th Anniversary Logo, Graphics, Videos, Program General Information); One-pagers, Brochures: <https://app.box.com/s/rhfs4mofkzu87xdtadmqqk74z3zmzl31>  
[More items will be added throughout the year]
  - Fulbright 75<sup>th</sup> anniversary logo and curated photos <https://www.fulbrightsource.net/portals/source/#category/1178>
  - Fulbright Program Digital Asset Management System website: [The Fulbright Source](#)

- Fulbright Brand Guide: [Visual Identity Standards](#)

## Sample Posts

Please use the following sample texts as guides to create your own social media posts, tailoring as necessary for your audience.

### Facebook

- The U.S. Government's flagship educational and cultural exchange program is turning 75! Get to know notable [tag @Fulbright] alumni and learn how you can get involved with #Fulbright75 initiatives at [www.fulbright75.org](http://www.fulbright75.org).
- For 75 years, [tag @Fulbright] has created an extraordinary global network of leaders dedicated to international collaboration and creating a more peaceful and prosperous world. Read stories of Fulbrighters' impact at home and overseas (arrow emoji) [www.fulbright75.org](http://www.fulbright75.org) #Fulbright75
- Thinking of joining fellow [tag @NAME OF INSTITUTION] alumni in the Fulbright Program? Learn about Fulbright's history, connections Fulbrighters have made, and more at the #Fulbright75 anniversary website: [www.fulbright75.org](http://www.fulbright75.org).

### Feature local Fulbrighters

- We're celebrating [tag @Fulbright]'s 75th anniversary by highlighting [NAME]'s #Fulbright75 story. Learn more about how [NAME] [BRIEFLY DESCRIBE THEIR IMPACT]. [link to impact story here] #GlobalImpact

### Twitter

- This year, @FulbrightPrgrm celebrates 75 years of building lasting connections through educational & cultural exchange. Check out [www.fulbright75.org](http://www.fulbright75.org) to learn more. #Fulbright75
- Since 1946, more than 400K Fulbrighters have enriched their educations, advanced their careers, and made meaningful contributions abroad and at home. Find their stories at [www.fulbright75.org](http://www.fulbright75.org) #GlobalImpact
- It's a milestone birthday for @FulbrightPrgrm! Celebrate 75 years of the U.S. Government's flagship educational and cultural exchange program. #Fulbright75 [www.fulbright75.org](http://www.fulbright75.org)
- Join your fellow [NAME OF INSTITUTION MASCOT] in celebrating the @FulbrightPrgrm's 75th Anniversary! Learn from 75 years of academic & cultural exchanges that bring people closer together. #Fulbright75 [www.fulbright75.org](http://www.fulbright75.org)

### Instagram

- #DYK that @the\_fulbright\_program turns 75 this year?! Visit [www.Fulbright75.org](http://www.Fulbright75.org) [link in bio] to celebrate 75 years of bringing people closer together and moving nations closer to a more peaceful world.

#Fulbright 75 #Fulbright #GlobalImpact

- We're excited to celebrate @the\_fulbright\_program's 75th anniversary! Fulbright's mission is to strengthen mutual understanding and change lives around the world, and its alumni have done just that. Here's to an even brighter future! [INCLUDE 75th LOGO AND IMAGES OF FULBRIGHTERS] [www.fulbright75.org](http://www.fulbright75.org)

#Fulbright 75 #Fulbright #GlobalImpact

- Celebrate 75 years of bringing people closer together through @the\_fulbright\_program! Over the years, [NAME OF INSTITUTION students/alumni] have made their mark around the world as Fulbrighters teaching, researching, and connecting with host communities. Here are a few of our favorite #Fulbright shots from alumni—how did Fulbright impact you? [Photos of your institution's alumni holding Fulbright logo, engaging with host communities, etc.]

#Fulbright 75 #Fulbright #GlobalImpact

## LinkedIn

2021 is the 75th anniversary of [tag @the Fulbright Program], which has developed professional and personal networks across the globe since 1946.

More than 400,000 Fulbrighters from all backgrounds have connected across borders, disciplines, and specialty fields. Fulbright has made an impact on individuals, institutions, industries, and communities, large and small.

We can't wait to see what [NAME OF INSTITUTION'S] Fulbright alumni bring to the next 75 years. #Fulbright75 #Fulbright #ExchangeOurWorld

## Activities

### Suggested #Fulbright75 Activities

We are including some suggestions for anniversary events and activities – both virtual and in-person – that you might hold to commemorate Fulbright's anniversary year. We encourage you to submit your public anniversary activities and events to our interactive global events calendar through this link: <http://event.fulbright75.org.pages.services/?ts=1607707598237>. The calendar figures prominently on the Fulbright 75th Anniversary website [www.fulbright75.org](http://www.fulbright75.org), and will thus allow your activity to reach a wider, global audience.

We encourage our institutional partners to promote any 75th Anniversary news, events, and activities to all of your relevant foreign Fulbrighters and U.S. Fulbright alumni networks, including the *Fulbrighter* online networking platform (<https://fulbrightnetwork.com/>) and the

the nearest local chapter of the Fulbright Association, the official alumni organization for U.S. Fulbright participants: <https://fulbright.org/chapters/>.

- Work with your campus newspaper and alumni magazine staff to publish an article about your Fulbright alumni. Interview high profile alumni and program stakeholders to include in your university's newspaper or blog.
- Host a “#Fulbright75 Week” (or Day) event, using some of the ideas below.
- Host a 75th anniversary reception (virtual or in-person) for foreign Fulbrighters and U.S. Fulbright alumni on campus.
- Establish a regular Fulbright 75th Coffee Break or Evening on campus (virtual or in-person, when possible). Rotating activities could include:
  - Fulbright alumni share their Fulbright stories and research.
  - Current foreign Fulbrighters on campus can discuss their research and their home country.
  - “Speed Talks,” similar to speed dating, in which students can speak to alumni and foreign Fulbrighters on campus about the program, their home country, the host country experience, and more. Other formats could include providing application tips for potential applicants, selecting a host country, and service project ideas.
- Work with the Foreign Language Teaching Assistants on campus to organize a language and culture fair, and, if possible, partner with a local school or schools and/or the local public library.

### **Newsletters, Updates, & Ongoing Collaboration**

In honor of the 75th Anniversary, Fulbright is sending monthly newsletters highlighting campaign themes and focus areas as we progress through the anniversary year. These newsletters will contain quick links to the latest featured content on the anniversary website; upcoming events and activities that you can cross promote or register to attend; recent program news coverage; and suggestions for ways to keep your institution and alumni involved and celebrating throughout the year. **Sign up for the 75th Anniversary Newsletter here:** <https://fulbright75.org/>.

Thank you for being part of our celebrations for the Fulbright 75th Anniversary!