

**Promoting Global Career Skills & Access to a Trusted Resource**

**QUICK AND EASY:** Are you looking for the fastest, simplest way to promote global career skills and access to *MyWorldAbroad*? With five mini social media campaigns to choose from, you can easily share inspiring messages any time throughout the school year. **TOP TIP:** If you’re in a hurry, we recommend taking a look at the first section, *Encouraging Social Media Messages*, to see some of the simplest quick-share options.

**NOTE:** **Reproduction rights** for *Social Media Campaigns* are granted exclusively to schools with a site license for *MyWorldAbroad*.

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## 12 ENCOURAGING SOCIAL MEDIA MESSAGES

The customizable, shareable text below combines encouraging messages with links to register for *MyWorldAbroad*. Select **any** message from the collection and combine it with **any** of the images provided below. NOTE: Change the “/register” link to your school’s domain name, e.g. [www.myworldabroad.com/lsu](http://www.myworldabroad.com/lsu), or customize the text as you wish.

12 Messages for Career Centers	12 Messages for Study Abroad Offices
Did you know? Almost all industries now have an international component. Rise to the challenge! #GoAbroad <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a>	Study abroad is an essential part of a great education! Don't miss out! #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
Want to go abroad? Keep a calendar and make sure you give yourself plenty of time to meet all deadlines! #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	If you see an #internationalstudent on campus, introduce yourself! Cross-cultural skills are built at home. <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
There's a strong link between international experience and #career success. Have you been abroad? #ThinkGlobal <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Which foreign country or #culture inspires you and why? Have you considered studying #abroad there? <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
Almost all industries now have an international component. Are you ready to join the global workforce? #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Going abroad changes your perspective on yourself and the world. Discover another culture! Study abroad! #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
In today's world, international skills are a must! Going abroad can help you land your dream job. #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	What is your ideal career-boosting journey abroad? Think about it... and then start planning! #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
The world is more connected than ever. Are you building your global career skills? #GoAbroad <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Are you an #internationalstudent on campus? Connect with local students to boost your cross-cultural skills! <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
Did you know? Cross-cultural skills are sought after in almost every industry! Make #international skills a focus! <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Staying on track with your international goals is challenging, but SO rewarding. Stick with it! #GoAbroad <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a>
Self-reliance, tolerance, independence -- a few #internationalskills that employers love! <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Learning a language abroad is the fastest way to become fluent. Plus, you'll soak up a foreign culture! #GoAbroad <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a>
Many North American jobs have international responsibilities. Working locally, you still need #internationalskills! <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Will you study abroad? Intern abroad? Volunteer abroad? All of the above? Start planning your adventure! #GoAbroad <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a>
It's never too early to start your international #jobsearch! Research the international players in YOUR field! <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Thought about going #abroad? Start planning your adventure! This trusted resource can help: <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a>
Building #international experience is one of the most personally & professionally rewarding parts of your education. <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>	Building #international experience is one of the most personally & professionally rewarding parts of your education. <a href="http://myworldabroad.com/register">http://myworldabroad.com/register</a>
The knowledge you acquire while abroad will improve your career prospects	The knowledge you acquire while abroad will improve your career prospects

after graduation! #GoAbroad <http://myworldabroad.com/register>

after graduation! #GoAbroad <http://myworldabroad.com/register>

# Five Mini Social Media Campaigns

(Version 20170530)

## 24 Images for Encouraging Messages

Pair each message above with **any** of the vibrant images below to add a visual bang to your share.

Click on the image filename to download a version to your computer, or [click here](#) to download a .zip file containing a folder with all the mini campaign images.

Link to image = [HOL-006.jpg](#)



Link to image: [HOL-012.jpg](#)



Link to image: [HOL-017.jpg](#)



Link to image: [HOL-023.jpg](#)



Link to image: [HOL-037.jpg](#)



Link to image: [HOL-043.jpg](#)



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Link to image: [LFM-001.jpg](#)



Link to image: [LFM-004.jpg](#)



Link to image: [LFM-008.jpg](#)



Link to image: [LFM-011.jpg](#)



Link to image: [LFM-014.jpg](#)



Link to image: [LFM-017.jpg](#)



Link to image: [LFM-019.jpg](#)



Link to image: [LFM-020.jpg](#)



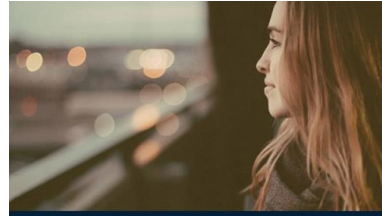








Link to image: [LFM-021.jpg](#)



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<p>Link to image: <a href="#">LFM-023.jpg</a></p>  <p>Think international! Go international! Access more info at <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-034.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-037.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>
<p>Link to image: <a href="#">LFM-038.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-045.jpg</a></p>  <p>Think international! Go international! Access more info at <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-048.jpg</a></p>  <p>Think international! Go international! Access more info at <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>
<p>Link to image: <a href="#">LFM-049.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-064.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>	<p>Link to image: <a href="#">LFM-065.jpg</a></p>  <p>Think global and succeed! <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p> <p><b>MYWORLDABROAD</b> Global career skills start here</p>

## 6 QUICK GUIDES

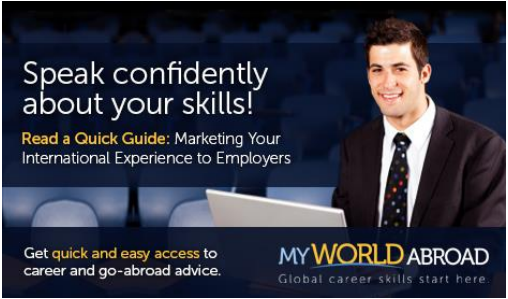

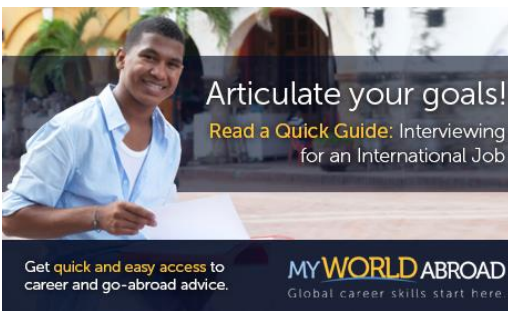
Use the messages and images below to provide students with bonus content and advice. Quick Guide images have been designed especially for each of the specific guides. Click on the image filename to download a version to your computer, or [click here](#) to download a .zip file containing a folder with all the mini campaign images.

### 6 Career Messages with Images

Message	Image File Name with Link	Image
Get professional experience abroad. Apply for an international #internship. Read this @MyWorldAbroad guide: <a href="http://file.myworldabroad.com/QuickGuides/Intern-With-Domestic-Exp.pdf">http://file.myworldabroad.com/QuickGuides/Intern-With-Domestic-Exp.pdf</a>	<a href="#">MWA-QG-016.jpg</a>	
Want to work abroad? You'll find keys to job search success in this @MyWorldAbroad guide: <a href="http://file.myworldabroad.com/QuickGuides/Debunking-the-myths.pdf">http://file.myworldabroad.com/QuickGuides/Debunking-the-myths.pdf</a>	<a href="#">MWA-QG-025.jpg</a>	
What does the ideal international profile look like? Which qualities do you already have? via @MyWorldAbroad: <a href="http://file.myworldabroad.com/QuickGuides/Ideal-Profile.pdf">http://file.myworldabroad.com/QuickGuides/Ideal-Profile.pdf</a>	<a href="#">MWA-QG-003.jpg</a>	

# Five Mini Social Media Campaigns




(Version 20170530)

<p>Are you an #internationalcareer hopeful? Learn how to market your skills! via @MyWorldAbroad: <a href="http://file.myworldabroad.com/QuickGuides/Marketing-Experience.pdf">http://file.myworldabroad.com/QuickGuides/Marketing-Experience.pdf</a></p>	<p><a href="#">MWA-QG-032.jpg</a></p>	 <p>Speak confidently about your skills!</p> <p>Read a Quick Guide: Marketing Your International Experience to Employers</p> <p>Get quick and easy access to career and go-abroad advice.</p> <p><b>MYWORLDABROAD</b> Global career skills start here.</p>
<p>What are some ways to boost your #internationalskills right now? Find out via @MyWorldAbroad: <a href="http://file.myworldabroad.com/QuickGuides/Ten-Ways-Freshman.pdf">http://file.myworldabroad.com/QuickGuides/Ten-Ways-Freshman.pdf</a></p>	<p><a href="#">MWA-QG-001.jpg</a></p>	 <p>International skills have huge value!</p> <p>Read a Quick Guide: 10 Easy Ways for First Year Students to Build International Skills</p> <p>Get quick and easy access to career and go-abroad advice.</p> <p><b>MYWORLDABROAD</b> Global career skills start here.</p>
<p>Learn how to land an international position by using these key #interview tactics! Read these @MyWorldAbroad tips: <a href="http://file.myworldabroad.com/QuickGuides/Interviewing.pdf">http://file.myworldabroad.com/QuickGuides/Interviewing.pdf</a></p>	<p><a href="#">MWA-QG-028.jpg</a></p>	 <p>Articulate your goals!</p> <p>Read a Quick Guide: Interviewing for an International Job</p> <p>Get quick and easy access to career and go-abroad advice.</p> <p><b>MYWORLDABROAD</b> Global career skills start here.</p>

# Five Mini Social Media Campaigns




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## 6 Study Abroad Messages with Images

Message	Image File Name with Link	Image
Do you know the #studyabroad basics? Check out this @MyWorldAbroad Quick Guide for an overview! <a href="https://s3.amazonaws.com/file.myworldabroad.com/QuickGuides/Study-Abroad.pdf">https://s3.amazonaws.com/file.myworldabroad.com/QuickGuides/Study-Abroad.pdf</a>	<a href="#">MWA-QG-008.jpg</a>	
Stay smart about your travels. Check out this travel advice from our friends @MyWorldAbroad: <a href="http://file.myworldabroad.com/QuickGuides/Travel-Smarts.pdf">http://file.myworldabroad.com/QuickGuides/Travel-Smarts.pdf</a>	<a href="#">MWA-QG-009.jpg</a>	
Anyone can #goabroad: No matter your financial situation, there's an option for you. @MyWorldAbroad <a href="http://file.myworldabroad.com/QuickGuides/Travel-Smarts-Budget.pdf">http://file.myworldabroad.com/QuickGuides/Travel-Smarts-Budget.pdf</a>	<a href="#">MWA-QG-002.jpg</a>	

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<p>Planning on #studyabroad? Ever heard of #cultureshock? Check out this important Quick Guide from @MyWorldAbroad:  <a href="http://s3.amazonaws.com/file.myworldabroad.com/QuickGuides/Culture-Shock.pdf">http://s3.amazonaws.com/file.myworldabroad.com/QuickGuides/Culture-Shock.pdf</a></p>	<p><a href="#">MWA-QG-011.jpg</a></p>	 <p>Get ready for your adventure abroad!</p> <p><b>Read a Quick Guide:</b> Understanding Culture Shock</p> <p>Get quick and easy access to career and go-abroad advice. <b>MY WORLD ABROAD</b> Global career skills start here.</p>
<p>Study abroad is so much more than a holiday. Read this @MyWorldAbroad guide for career tips: <a href="http://file.myworldabroad.com/QuickGuides/Job-Strategies-Study-Abroad.pdf">http://file.myworldabroad.com/QuickGuides/Job-Strategies-Study-Abroad.pdf</a></p>	<p><a href="#">MWA-QG-036.jpg</a></p>	 <p>Think strategically while abroad!</p> <p><b>Read a Quick Guide:</b> Career-Boosting Strategies While Studying Abroad</p> <p>Get quick and easy access to career and go-abroad advice. <b>MY WORLD ABROAD</b> Global career skills start here.</p>
<p>What's an International IQ and how can you build one? Check out this important Quick Guide from @MyWorldAbroad:  <a href="http://file.myworldabroad.com/QuickGuides/International-IQ.pdf">http://file.myworldabroad.com/QuickGuides/International-IQ.pdf</a></p>	<p><a href="#">MWA-QG-006.jpg</a></p>	 <p>Get ahead with a global mindset!</p> <p><b>Read a Quick Guide:</b> Your International IQ</p> <p>Get quick and easy access to career and go-abroad advice. <b>MY WORLD ABROAD</b> Global career skills start here.</p>

## 7 QUIZZES

Use the messages below to encourage students to evaluate their international skills.





Pair each message with its matching image to add a visual bang to your share.

Click on the image filename to download a version to your computer, or [click here](#) to download a .zip file containing a folder with all the mini campaign images.

Message	Image File Name with Link	Image
Do you have an #international personality? Find out with this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/10288">http://myworldabroad.com/quizzes/10288</a>	<a href="#">MWA-QU-002.jpg</a>	 A graphic with a blue and black color scheme. It features silhouettes of two people standing on a bridge or walkway, looking out over a city skyline. The text reads: "Do you have an international personality? Being internationally-minded involves having a specific set of personality traits. Take this quiz to find out where your strengths are! MYWORLDABROAD Global career skills start here Take a quiz".
Do you have what it takes to adapt abroad? Find out now with this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/10289">http://myworldabroad.com/quizzes/10289</a>	<a href="#">MWA-QU-005.jpg</a>	 A graphic featuring a close-up of a woman wearing a light green headscarf and a white face mask, looking directly at the camera. The text reads: "Do you have what it takes to adapt abroad? Adaptability is a key benchmark in assessing your readiness to go international. Take this quiz to find out if you're open to the unexpected! MYWORLDABROAD Global career skills start here Take a quiz".
What's your level of cross-cultural understanding? Find out with this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/10290">http://myworldabroad.com/quizzes/10290</a>	<a href="#">MWA-QU-004.jpg</a>	 A graphic featuring a woman with short brown hair, wearing a white tank top and a backpack, standing in front of a stone archway. The text reads: "What's your level of cross-cultural understanding? Do you love to learn about cultures? Do you often connect with people of different backgrounds? Assess your cross-cultural openness with this quiz. MYWORLDABROAD Global career skills start here Take a quiz".


# Five Mini Social Media Campaigns

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<p>Will you build your #international profile on campus this year? Check out this @MyWorldAbroad quiz to get motivated: <a href="http://myworldabroad.com/quizzes/10291">http://myworldabroad.com/quizzes/10291</a></p>	<p><a href="#">MWA-QU-001.jpg</a></p>	
<p>What's your knowledge of and interest in study abroad? Find out with this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/10292">http://myworldabroad.com/quizzes/10292</a></p>	<p><a href="#">MWA-QU-008.jpg</a></p>	
<p>Are you boosting your #internationalskills outside school? Find out with this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/10293">http://myworldabroad.com/quizzes/10293</a></p>	<p><a href="#">MWA-QU-003.jpg</a></p>	
<p>If you dream of an #internationalcareer, take this @MyWorldAbroad quiz: <a href="http://myworldabroad.com/quizzes/finding-work">http://myworldabroad.com/quizzes/finding-work</a> #goabroad</p>	<p><a href="#">MWA-QU-006.jpg</a></p>	

## 15 WORLDLY WISDOM QUOTES

Share the motivating quotes below with or without the suggested image and hashtag. Students are guaranteed to be inspired! Click on the image filename to download a version to your computer, or [click here](#) to download a .zip file containing a folder with all the mini campaign images.

Message	Image File Name with Link
"All journeys have secret destinations of which the traveler is unaware." - Martin Buber #WorldlyWisdom	<p>Image File Name = <a href="#">WWQ-001.jpg</a></p> 
"The world is a book, and those who do not travel read only a page." -Saint Augustine #WorldlyWisdom	
"The journey, not the arrival, matters." -T.S. Eliot #WorldlyWisdom	
"To travel hopefully is a better thing than to arrive, and the true success is to labor." -Robert Louis Stevenson #WorldlyWisdom	
"Life is either a daring adventure or nothing." -Helen Keller #WorldlyWisdom	
"We start going downhill when we stop taking risks." -Laird Hamilton #WorldlyWisdom	
"We must travel in the direction of our fear." -John Berryman #WorldlyWisdom	
"I may not have gone where I intended to go, but I think I have ended up where I needed to be." -Douglas Adams #WorldlyWisdom	
"Every day is a journey, and the journey itself is home." -Matsuo Basho #WorldlyWisdom	
"It is not the mountain we conquer, but ourselves." Sir Edmund Hillary #WorldlyWisdom	
"Two roads diverged in a wood and I – I took the one less traveled by." - Robert Frost #WorldlyWisdom	
"Travel is fatal to prejudice, bigotry, and narrow-mindedness." -Mark Twain #WorldlyWisdom	
"The most beautiful thing in the world is, of course, the world itself." Wallace Stevens #WorldlyWisdom	
"People don't take trips - trips take people." -John Steinbeck #WorldlyWisdom	
"If you reject the food, ignore the customs, fear the religion and avoid the people, you might better stay at home." -James Michener #WorldlyWisdom	

## 18 MESSAGES for the GO-ABROAD CYCLE [Coming soon]

This social media “training schedule” covers all the essentials for students who have been accepted into a go-abroad program. The sample cycle below is for a study abroad program. Want to share a schedule of messages geared towards maximizing your students’ experience of the entire go-abroad process? Look no further. (Alternative messages have also been written for volunteer and intern experiences).

Click on the image filename to download a version to your computer, or [click here](#) to download a .zip file containing a folder with all the mini campaign images.

### 7 PREDEPARTURE ORIENTATION MESSAGES

No of Wks. prior to departure	Message	Image File Name with Link	Image
10 wks			

### 6 WHILE ABROAD MESSAGES

No of Wks. after arrival abroad	Message	Image File Name with Link	Image
Week 2			
Week 3			


5 RE-ENTRY ORIENTATION MESSAGES





No of Wks. after return	Message	Image File Name with Link	Image
2 weeks			
2 weeks			

# Five Mini Social Media Campaigns

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## EXAMPLES: How Schools Are Already Using MyWorldAbroad Social Media Content

As seen below, our dynamic images can be used in combination with school-created messaging, or with the messaging sourced directly from our campaigns.

<div data-bbox="121 407 476 846"><p><b>SBU Career Center</b> @SBUCareerCenter · Mar 09</p><p>Does Spring Break have you itching to travel? Don't wait to #GoAbroad - @myworldabroad can help! ow.ly/ZI8O309FZ7s</p><p>Got time to think international? Visit <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p><p><b>MY WORLD ABROAD</b> Global career skills start here</p></div>	<div data-bbox="783 386 1224 881"><p><b>SBU Career Center</b> @SBUCareerCenter · Mar 6</p><p>International goals: Got any? You now have FREE access to the whole @MyWorldAbroad site! Don't wait to #GoAbroad: <a href="http://ow.ly/bupA309DMJ2">ow.ly/bupA309DMJ2</a></p><p>Got time to think international? Visit <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p><p><b>MY WORLD ABROAD</b> Global career skills start here</p></div>	
<div data-bbox="121 927 567 1360"><p><b>SBU Career Center</b> @SBUCareerCenter · Mar 8</p><p>MyWorldAbroad is proud to celebrate #internationalwomensday ♀! #GoAbroad <a href="http://ow.ly/cyEL309G0ao">ow.ly/cyEL309G0ao</a></p><p>Think international! Go international! Access more info at <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p><p><b>MY WORLD ABROAD</b> Global career skills start here</p></div>	<div data-bbox="783 927 1291 1365"><p><b>SBU Career Center</b> @SBUCareerCenter · Mar 7</p><p>"Wanderlust: a strong desire to travel." Don't wait to #GoAbroad: <a href="http://ow.ly/bupA309DMJ2">ow.ly/bupA309DMJ2</a></p><p>Got time to think international? Visit <a href="http://www.myworldabroad.com/register">www.myworldabroad.com/register</a></p><p><b>MY WORLD ABROAD</b> Global career skills start here</p></div>	