

# “Languages Build...” Campaign

## Sample Social Media Promotions

These examples are intended to inspire your own social media messages to promote the benefits of language learning. For more information, consult the [Social Media Promotion Guidelines](#).

### Facebook



CASLT / ACPLS updated their cover photo.

Visit Why Learn Languages? (<https://www.caslt.org/.../what-the-r.../specific-areas-of-impact>) and learn how languages build brains, academic performance, personality, societies and much more.

Visitez Pourquoi les langues? (<https://www.caslt.org/.../ce-que-.../champs-d-impact-specifiques>) et apprenez de quelles façons les langues façonnent les cerveaux, le rendement scolaire, la personnalité, la société, et plus encore.

[See Translation](#)

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**LANGUAGES BUILD...**

POURQUOI LES LANGUES?  
**LES LANGUES FACONNENT...**

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Languages Build Memory

Bilingual children can remember and recall more information compared to monolinguals. – Morales, J, A Calvo and E Bialystok (2013)

Excerpt from the Literature Review on the Impact of Second-Language Learning (March 2017), page 9 <https://www.caslt.org/.../comprehensive-reviews-reports-and-p...>

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"Language learning is one of the most enjoyable ways of cognitive training and activity, unless one is allergic to it," Dr Bak lightheartedly concluded.

Read more research-based articles on how language learning builds better brains at <https://www.caslt.org/en/languagesbuildbrains>

About This Website

STUDENTNEWSPAPER.ORG

**Two languages are better than one: the benefits of bilingualism**

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Bilingualism can prevent older adults from the degradation of memory capacity, which is often caused by aging. [#LanguagesBuild](https://twitter.com/hashtag/LanguagesBuild)

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**the benefits of a bilingual brain**

The benefits of a bilingual brain - Mia Nacamulli  
It's obvious that knowing more than one language can make certain things easier — like traveling or watching movies without subtitles. But are there other advantages t...  
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