



Canadian Association of Second Language Teachers
Association canadienne des professeurs de langues secondes

“Languages Build...” Campaign

Social Media Promotion Guidelines

In addition to in-person promotion, you can also spread “Languages Build...” messages via social media. Below are some ideas for doing so:

1. Share messages posted on CASLT’s [Facebook page](#) and [Twitter account](#) within your network. #LanguagesBuild is the hashtag for the campaign.
2. Share research, news articles, or videos on the benefits of learning languages.
3. Tell a story about how learning a second or additional language has benefitted you or someone you know.
4. Post excerpts from the [Literature Review on the Impact of Second-Language Learning](#).
5. Change your Facebook or Twitter cover photo to the [“Languages Build...” illustration](#).

If you have any questions about implementing these ideas, please contact CASLT at communications@caslt.org.

