“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.


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.