

# Social Media Tips for Fulbrighters

## Use #Fulbright on your posts.

This hashtag allows us to connect and engage with your Fulbright-related social media activity. When you use #Fulbright, we can easily find your stories online.

## A good photo goes a long way.

Your posts should include a striking, well-lit photo that provides a glimpse into the life of a Fulbrighter. This is especially true for Instagram and Facebook, but it's also a good idea to utilize visuals on other platforms.

## Use tags and mention others.

In addition to using #Fulbright, tagging the program in your post will get our direct attention, and can lead to your photo or story being featured on our accounts. Consider also tagging your local Fulbright commission and/or U.S. Embassy.

## Maintain a high standard.

Participants in all U.S. Department of State-sponsored academic exchange programs have full artistic freedom to write, publish, and create, but are also expected to maintain a standard of conduct and integrity in line with the spirit and intent of the Fulbright Program - to increase peaceful relations between the people of the U.S. and the people of other nations. Please refrain from overtly political content. All Fulbright-related content on personal accounts must contain a disclaimer stating that your views are your own and are not representative of the U.S. government.

## Tell your story.

We want you to use social media on the Fulbright Program as a storyteller and ambassador of the program. Show us your research, your classroom, and the friends you've made. Show us holiday celebrations abroad and your new home. Each Fulbright journey looks different - show us yours.



# FULBRIGHT

## A Social Media Guide

The Fulbright Program's official social media accounts offer prospective Fulbright applicants, current Fulbright grantees, alumni, institutions, and other stakeholders places to collaborate, discuss, and learn about the program. Each platform allows alumni, current Fulbrighters, and prospective applicants to stay connected, ask questions, and read about Fulbrighters in the news.



### Facebook The Fulbright Program

Our page provides links to other Fulbright Facebook pages that are officially associated with the Fulbright Program. There are many other official and unofficial Facebook pages and groups associated with the program.



### X (Formerly Twitter) @FulbrightPrgrm and More

[@FulbrightPrgrm](#) - News, information, and highlights about the Fulbright Program around the world



### Instagram @the\_fulbright\_program

Our Instagram shares photos and stories from Fulbrighters around the world. Share your photos with us by using #Fulbright to tag appropriate posts. We also use Instagram Stories and IGTV to highlight events and do special program features.



### LinkedIn The Fulbright Program

[The Fulbright Program \(Company Page\)](#)

LinkedIn allows alumni, current Fulbrighters, and prospective applicants to connect, share, and collaborate on a professional level.



### FULBRIGHTER

[Fulbrighter](#) is the exclusive networking platform specifically designed for Fulbright alumni and grantees. It is a space for verified Fulbrighters to connect, network, engage and collaborate with fellow participants in a global community. Join at [fulbrighternetwork.com](http://fulbrighternetwork.com).

More information on the Fulbright Program can be found at [fulbrightprogram.org](http://fulbrightprogram.org)