



Exchange Alumni
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2026 Citizen Diplomacy Action Fund Award Recipient Promotional Toolkit

This toolkit contains sample social media posts that recipients of the 2026 Citizen Diplomacy Action Fund (CDAF) can use to highlight their project, their CDAF award selection, or both. We encourage project leads, all participants, and those involved in your projects to post about your experiences on social media using the guidelines below.

About CDAF

The Citizen Diplomacy Action Fund (CDAF), a component of the [U.S. Exchange Alumni Network and Capacity Building Program](#), is a small award competition for U.S. citizen alumni of U.S. government-sponsored exchange programs offered by the Bureau of Education and Cultural Affairs (ECA) at the U.S. Department of State. This funding opportunity aims to amplify the U.S. government's return on investment in exchange programs by encouraging alumni to actively address shared global challenges at home and abroad. Through competitively awarded funding of up to \$10,000, exchange alumni implement policy-focused projects in the United States and around the world, strengthening the impact of U.S. government exchange programming while expanding their networks, showcasing their expertise, and contributing to the American economy.

Participants work in teams of two or more to design and implement projects related to 2026 CDAF themes:

- Celebrating America's 250th Birthday and global connections through arts, sports, and culture
- Advancing free speech and expression through arts, media, and technology
- Fostering economic prosperity through English language, innovation, and partnerships
- Strengthening alumni networks and partnerships in support of a safer and stronger America

Branding Guidance

In all promotional materials, you must include the U.S. flag, the U.S. Department of State logo, the Exchange Alumni logo, and the IREX logo. Logos must be arranged from left to right in the order of the U.S. flag, the U.S. Department of State logo, the Exchange Alumni logo, and the IREX logo. Logos should be set on a neutral background.



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Example:



You are also welcome to add the logos of your project and/or supporting organization(s) throughout your graphics, printed materials, banners, social media posts, etc. All project and organization logos must be placed to the right of the IREX logo.

Example:



All materials containing the logos must be approved by IREX prior to printing/distribution. Branded materials should be emailed to CDAF@irex.org for approval no later than five days prior to printing/distribution.

Sample Posts

You are encouraged to customize the following social media templates to inform your network about your CDAF project. **When drafting your posts, please use direct clear language that shows how you plan to leverage your exchange program experience through your CDAF project.**

Participants are encouraged to use pre-formatted language for their promotional posts. Where appropriate, please tag the ECA and IREX social media handles listed below:

Platform	U.S. State Department	ECA	IREX
LinkedIn	U.S. Department of State	Bureau of Educational and Cultural Affairs (ECA) of the U.S. Department of State	IREX
Facebook	@StateDept	@ExchangeProgramsAtState	@IREX
X	@StateDept	@ECAatState	@IREXUSA
Instagram	@StateDept	@ExchangeOurWorld	@IREXInternational

Hashtags: Please use #ExchangeAlumni and #CDAF in your social media posts.

Facebook

- We are excited to launch [project title] with support from a 2026 Citizen Diplomacy Action Fund (#CDAF) award from @StateDept, @ExchangeProgramsAtState, and @IREX. Through this #ExchangeAlumni-led project, we will [highlight key project activities] to help [describe the community or audience served]
- Our exchange experience continues to inspire action. With support from the 2026 Citizen Diplomacy Action Fund (#CDAF), our team will implement [project title], a project designed to [highlight project goal or mission]. Thank you to @StateDept, @ExchangeProgramsAtState, and @IREX for supporting #ExchangeAlumni as we transform our ideas into practice.

X

- We're proud to receive a 2026 Citizen Diplomacy Action Fund (#CDAF) award from @StateDept, @ECAatState, and @IREXUSA for [project title]. Through this #ExchangeAlumni-led project, we will [highlight project goal].
- With support from #CDAF through @StateDept, @ECAatState, and @IREXUSA, our team will launch [project title] to [highlight project activity or impact]. #ExchangeAlumni

Instagram

- We are proud to be selected for the 2026 Citizen Diplomacy Action Fund (#CDAF), through @StateDept, @ExchangeOurWorld, and @IREXInternational! Through our project, [project title], we will [describe project activities] and support [project goal or intended outcome]. This work builds on the skills, relationships, and ideas we developed through our U.S. government exchange experience. #ExchangeAlumni
- Thanks to support from #CDAF, through @StateDept, @ExchangeOurWorld, and @IREXInternational, our team will bring [project title] to life. This project will [highlight project activities] and create opportunities for [participants/community members] to [describe intended impact].

LinkedIn

- I'm thrilled to share that our project, [project title], has been selected for a 2026 Citizen Diplomacy Action Fund (#CDAF) award from the @U.S. Department of State, @Bureau of Educational and Cultural Affairs (ECA) at the U.S. Department of State, and @IREX. Through this #ExchangeAlumni-led project, our team will [highlight project activities or mission] to support [participants/community members] and advance [project goal or intended outcome].
- Our exchange experience continues to shape how we lead. With support from the 2026 Citizen Diplomacy Action Fund (#CDAF), through the @U.S. Department of State, @Bureau of Educational and Cultural Affairs (ECA) at the U.S. Department of State and @IREX, our team will implement [project title], a project designed to [highlight project goal or mission].

More Ways to Connect

The [U.S. Exchange Alumni Network and Capacity Building Program](#) (U.S. Exchange Alumni Program) offers a robust catalog of opportunities for alumni of U.S. government-sponsored exchange programs to strengthen their professional skills and stay involved with the exchange alumni network, including CDAF, Career Connections, and the U.S. Exchange Alumni Fellowship.

[Career Connections Professional Development Seminars](#) convene U.S. citizen alumni of U.S. government-sponsored exchange programs throughout the year for in-person and virtual professional development and networking opportunities. Upcoming in-person seminars include Career Connections Pittsburgh (September 26, 2026) and Career Connections Phoenix (December 11-12, 2026).

Through [the U.S. Exchange Alumni Fellowship](#), nine U.S. Exchange Alumni Fellows embedded across the United States will expand exchange alumni network engagement through regional in-person and virtual events throughout the year. Meet the 2026 U.S. Exchange Alumni Fellows and stay informed about upcoming events and opportunities in your region on [our website](#).

Questions?

If you have questions about the Citizen Diplomacy Action Fund for U.S. Alumni, please email CDAF@IREX.org. For questions regarding other activities of the U.S. Exchange Alumni Program, please reach out to USExchangeAlumni@irex.org.