Dear Language Advocates,

February 2020 is Lead with Languages Advocacy Month. Throughout this month, we will be celebrating the successes of language advocates from around the country, and we encourage you to share with us how you #LeadWithLanguages on Twitter, Facebook, or Instagram @LeadWLanguages.

Together, we are creating a new generation of Americans competent in other languages and cultures and fully equipped to compete and succeed in a global economy.

There are many ways you can participate to show your support for language education and to make your voice heard: Take on the #LangMeme2020 Challenge, change your profile picture, spread the word in your community, and join the conversation!

Our social media kit has everything you need to get started.

Thank you for supporting language learning!

The Lead with Languages Team
leadwithlanguages@actfl.org
www.leadwithlanguages.org
TAKE THE #LangMeme2020 CHALLENGE AND SHOW US YOUR “WHY”

1. Create a positive meme in support of language learning.
   a. Memes should be original and crafted in English. Many online meme-generating tools are available, such as this one.
2. Post your #LangMeme2020 entry to social media, remembering to tag @LeadWLanguages and use the hashtag.
3. Encourage others to create their own memes and share posts from the #LangMeme2020 hashtag with your network!

We will be sharing some of the most creative memes on the @LeadWLanguages channels!
SHARE OUR PROMO IMAGES

If you’re an organization, or just want to spread the word, download these promotional images for your social media pages.

FACEBOOK:

INSTAGRAM:

TWITTER:
CHANGE YOUR PROFILE PIC

Change your Facebook photo with our Twibbon page or go to “Download the Twibbon” for use on other social media sites.

Here’s what your profile picture will look like:

![Profile Pictures]

NOMINATE A MULTILINGUAL PROFESSIONAL

Do you know American professionals who are currently employing language skills in their careers?

We’re creating a diverse archive of Professionals Profiles to inspire and motivate language learners to reach for their future goals, while bringing to life key findings recently explored in ACTFL’s 2019 Making Languages Our Business report. All languages, sectors, and levels of career experience are welcome—from healthcare and engineering to customer service and beyond!

To contribute, just email leadwithlanguages@actfl.org including their name, email address, language, and role/industry to nominate the multilingual professionals in your life for possible inclusion in the series. They may be featured next!
POST ON SOCIAL MEDIA

You can also share some of the below tweets or create your own posts to join the conversation.

TWITTER

Did you know that of the 7 billion people in the world, 75% don’t understand English? It’s time to make world language proficiency in the U.S. a national priority. http://bit.ly/2rPH3XT

TWEET THIS NOW

Languages bring communities closer together! Join the language-learning celebration by sharing the #LeadwithLanguages Advocacy Month Social Media Kit: http://bit.ly/2TXjfxT

TWEET THIS NOW

Language skills are vital in our increasingly globalized economy, and the demand is only increasing! Here’s a look at some of the professionals who are using their #language skills to thrive in a range of exciting careers. http://bit.ly/2NW2Iq5

TWEET THIS NOW

56% of U.S. employers say their demand for language skills will increase in the next five years. Let’s keep up with the times and help our students thrive in a multilingual world. #LeadwithLanguages http://leadwithlanguages.org/report

TWEET THIS NOW

Did you know? 9 out of 10 businesses rely on employees with language skills other than English. Let’s spread the word on why multilingualism is an essential skill! http://leadwithlanguages.org/report

TWEET THIS NOW
Learning a language is life-changing!
This month I’m advocating for language learning, and you can too! Check out #LeadwithLanguages for more information about how you can get involved. [http://bit.ly/2TXjfT](http://bit.ly/2TXjfT)

**FACEBOOK**

Go to your [Facebook](https://www.facebook.com) page and copy any of the below posts to share them.

Languages bring communities closer together! Help your friends and peers join our language-learning celebration by sharing the #LeadwithLanguages Advocacy Month Social Media Kit: [http://bit.ly/2TXjfT](http://bit.ly/2TXjfT)

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**FOR LANGUAGE EDUCATORS: LANGUAGE ADVOCACY TOOLKIT**

For language educators seeking classroom activities, check out our Language Advocacy Toolkit. Here you’ll find a wealth of projects—complete with examples—to get your team started.