



**U.S. Trade and Development Agency  
Social Media Guidance  
Reverse Trade Missions, Business Briefings and Workshops**

Thank you for participating in one of USTDA’s signature partnership-building events! By posting social media content across your channels, you can help us all reach a wider audience of stakeholders who share our commitment to infrastructure development in emerging markets.

To do so, we kindly ask that you use the guidance below, which can be applied to your social media before, during, and after your participation in USTDA’s event.

**GUIDANCE**

**I. Please tag USTDA’s social media accounts; this will help you reach our audiences and facilitate USTDA’s engagement with your posts.**

- USTDA Director Enoch T. Ebong: [@USTDA\\_Director](#)
- Twitter: [@USTDA](#)
- Facebook: [@U.S. Trade and Development Agency \(USTDA\)](#)
- LinkedIn: [U.S. Trade and Development Agency](#)
- Instagram: [@USTDA\\_](#) (please note the underscore symbol at the end of our handle!)

**II. Use hashtags related to the event to help your content reach a broader audience. You can use the hashtags listed below to tag the relevant USTDA region, initiative, and sector:**

Tags for USTDA Regions	
#IndoPacific, #LAC, #MENA, #SubSaharanAfrica	

Tags for USTDA Initiatives	
Digital Transformation with Africa	#DigitalTransformationWithAfrica
Global Procurement Initiative	#GlobalProcurementInitiative
Global Partnership for Climate-Smart Infrastructure	#GlobalClimatePartnership
Access Africa	#USTDAAccessAfrica
Making Global Local	#MakingGlobalLocal

Tags Related to USTDA Sectors	
Clean Energy	#Energy #CleanEnergy #RenewableEnergy

<b>Climate</b>	#ClimateSmart #ClimateResilience
<b>Healthcare</b>	General: #Healthcare #MedTech #DigitalHealth
<b>Infrastructure</b>	Telehealth: #Telehealth #Telemedicine
<b>Digital Infrastructure</b>	General: #ICT
	Internet: #Connectivity #SmartCity #5G #BroadbandAccess
	Digital Infrastructure/Data: #DigitalInfrastructure #DigitalTransformation #BigData #DataCenter
	Electrification: #Electrification #Utilities
	Financial sector: #FinTech
	Cybersecurity: #Cybersecurity #InfoSec #DataProtection
<b>Transportation</b>	General: #Transportation #UrbanTransport #PublicTransport
	Air: #AviationIndustry #AviationNews #Aviation
	Rail: #Railway #RailIndustry #RailInfrastructure
	Port: #Port #ShippingNews
	Urban Design: #UrbanPlanning

**III. Provide links to relevant USTDA.gov web content, including sectors, regions, press releases, event information, or USTDA’s homepage.**

- [USTDA Homepage](#)
- [Press Releases](#), [Blog Posts](#), [Success Stories](#), [Success By State](#)
- Initiatives: [Global Procurement Initiative](#), [Making Global Local](#)
- Regions: [Indo-Pacific](#), [Latin America and the Caribbean](#), [Middle East](#), [North Africa](#), [Europe and Eurasia](#), [Sub-Saharan Africa](#)
- Sectors: [Clean Energy](#), [Climate](#), [Healthcare Infrastructure](#), [Digital Infrastructure](#), [Transportation](#)

**IV. Use Digital Transformation with Africa resources**

- [Find messaging, branding, and social media assets](#) to promote the Digital Transformation with Africa initiative.

**V. Please take photos to accompany your posts! Pictures of people are normally the best!**

- Horizontal (landscape) photos are better than vertical (portrait) photos, which are harder to size for social media.
- Take a mix of candid and posed shots.
- When possible, take photos with the USTDA event banner or poster in the background.

Ensure photos do not include anything sensitive and that you have permission to share specific technology or infrastructure on social media. If you’re unsure, please ask.