If there has been an important social media lesson learned over the past year, it would be that one size does not fit all. At EducationUSA, we attract diverse audiences to our website, Twitter feeds, Facebook fan pages, the Marketing EducationUSA blog, and YouTube Channel, each looking for different information in a variety of formats. Information, particularly for prospective students, needs to be visual and interactive, wherever possible.

To that end, we have been collecting a series of videos produced by advising centers and other partners that are attractive to prospective students considering U.S. study. As the EducationUSA YouTube channel grows, we have created a new opportunity for all accredited U.S. colleges and universities interested in partnering with EducationUSA to enhance international recruitment efforts.

**In February 2010**, the EducationUSA YouTube Channel will launch a new feature highlighting U.S. college and university videos. If your accredited institution has a promotional video, interview with international students, a message from the international admissions or international student services director, or a video tour of your campus, please share with EducationUSA. Email the YouTube url address for the videos Marty Bennett, EducationUSA Marketing Coordinator, by **January 29** to be included in the launch of this new feature.

Link your institution to EducationUSA, help prospective international students better relate to your institution, and help us promote the U.S. as the top destination for higher education.
Session Proposal Deadline: Friday, January 15 for Europe/Eurasia EducationUSA Triennial Workshop

There are only a few days left to submit your session proposal for the Europe/Eurasia EducationUSA Triennial Workshop “From Reykjavik to Vladivostok.” The workshop, sponsored by the Bureau of Educational and Cultural Affairs of the U.S. Department of State, will bring together over 100 EducationUSA advisers representing over 40 countries. U.S. exhibitors will be able to promote their institutions during the student fair and country exhibition. Visit us at http://www.educationusa.info/prague_workshop_2010 for more information, including call for session proposals, registration information and sponsorship opportunities.

Session proposal deadline: **January 15**
Workshop registration deadline: **January 29**

Join us in Prague, Czech Republic from March 21-25, 2010!

**EdUSA Connects: Europe/Eurasia Advising Workshop**

Interested in the Europe/Eurasia EducationUSA Advisers Workshop but need more information? Join the workshop planners for an online discussion on Monday, January 25, 2010, at 1pm EST to learn more. Connect to the meeting by clicking on the following link prior to the meeting time: http://edusaconnects.acrobat.com/pragueworkshop/

Presenters:
Jakub Tesar  EducationUSA Adviser, Czech Republic
Wes Teter  Regional Educational Advising Coordinator (REAC) – Europe
Amy McGoldrick  REAC – Europe/Central Asia
Ann Merrill  REAC – Europe/Eurasia
Marty Bennett  EducationUSA Marketing Coordinator

Attendance is free, but space is limited. Reserve your slot today - register by email at mbennett@iie.org.

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*We are pleased to offer this newsletter as a way to keep accredited higher education institutions informed about what is happening in our network. To register for the Higher Education Institution listserv (email group) please send an email to educationUSA@state.gov along with your name and position, and the name of your college or university.*