



## #MentorTalks for June 25, 2020

# Social Media Toolkit

A large promotional graphic for the #MentorTalks series. It features a woman in a green dress, Marie Royce, with her arms crossed. The text includes the hashtag #MentorTalks, the topic 'Managing Your Career', the name 'Marie Royce', her title 'Assistant Secretary of State for Educational and Cultural Affairs', and the date and time 'Thursday, June 25, 1PM EDT'. There are also small icons for the U.S. Department of State and the American flag.

## #MentorTalks: Managing Your Career with Assistant Secretary of State Marie Royce (Facebook Live)

### Program Description

"A mentor is someone who allows you to see the hope inside yourself." Join us for #MentorTalks, a Facebook Live series that puts exchange program alumni in touch with extraordinary mentors on a wide variety of topics.

On Thursday, June 25 at 1:00 p.m. ET, we'll speak with Marie Royce, Assistant Secretary of State for Educational and Cultural Affairs at the U.S. Department of State, and an award-winning exchange alumna of the American Council of Young Political Leaders (ACYPL) program. She will share her secrets to success, along with her experience in the private sector with Fortune 500 companies and as a small business owner. Assistant Secretary Royce will also share advice on how to pursue your career goals.

What would you like to ask Assistant Secretary Royce? Post it on the International Exchange Alumni Facebook page with the #MentorTalks tag and we'll share your question with Assistant Secretary Royce when we see you online!



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### Speaker Biography



#### **Marie Royce**

#### **Assistant Secretary of State for Educational and Cultural Affairs**

Marie Royce was unanimously confirmed by the United States Senate and sworn in as Assistant Secretary of State for Educational and Cultural Affairs on March 30, 2018. In this capacity, she oversees a wide range of programs to advance U.S. foreign policy objectives through educational, professional, cultural, and sports exchanges that promote mutual understanding between the people of the United States and people of other nations. The Bureau of Educational and Cultural Affairs (ECA) programs create networks and partnerships to advance U.S. foreign policy goals and address the world's greatest challenges and opportunities.

Ms. Royce, a former businesswoman and professor, was previously the CEO and Principal of Marie Royce LLC, in California before joining the State Department. She has over 30 years of experience in the private sector with Fortune 500 companies and as a small business owner, creating and launching start-ups and new initiatives and serving as a key business liaison to 80 countries. She held senior management positions at Marriott International, Alcatel-Lucent, Procter & Gamble, among others.

As a former educator and full-time university professor at California State Polytechnic University, Ms. Royce led an international grant program between universities. She has served on 20 non-profit boards, and as a private sector appointee on the Advisory Committee on International Communications and Information Policy (ACICIP) at the State Department, in addition to serving on two U.S. Cultural Exchange Boards. She participated as an American Council of Young Political Leaders (ACYPL) delegate to Hungary and Poland and was recognized with the "2018 ACPYL Honors Award." She was also recognized by the American Women for International Understanding (AWIU) with its distinguished "Internationalism Award."

Ms. Royce earned a BS/BA (double major) at California State Polytechnic University, Pomona, and an MBA at Georgetown University in International Business with honors, Beta Gamma Sigma. She is the recipient of the Distinguished Alumni Award from California State Polytechnic University, Pomona.



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### Event Details - Snapshot

<b>Title</b>	#MentorTalks: Managing Your Career with Assistant Secretary of State Marie Royce
<b>Date and Time</b>	Thursday, June 25, 2020 at 1:00 PM - 1:30 PM EDT
<b>Watch Page URL</b>	<a href="https://www.facebook.com/InternationalExchangeAlumni">facebook.com/InternationalExchangeAlumni</a>
<b>Format</b>	30-minute Facebook Live with live Q&A
<b>Topic</b>	Empowering alumni to build careers
<b>Audience</b>	Alumni of U.S. government-sponsored exchange programs and entrepreneurs aspiring to build successful careers
<b>Hashtags</b>	#MentorTalks (program hashtag) #ExchangeAlumni

### Promotional Banners and Images

Download here (bottom of page):

[https://interactive.america.gov/iip\\_event/mentortalks-managing-your-career/](https://interactive.america.gov/iip_event/mentortalks-managing-your-career/)

### Sample Social Media Posts

#### Facebook and Instagram

Facebook Tag: @ECA.AssistantSecretary

Instagram Tag: @ExchangeOurWorld

[schedule for any time]

“A mentor is someone who allows you to see the hope inside yourself.” Join our 30-minute #MentorTalks with Assistant Secretary Marie Royce on Thursday, June 25 at 1:00 PM EDT [edit for local time] to find out! @ECA.AssistantSecretary will share her secrets to success in the private sector and as a small business owner. Watch live at [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) Follow our page to receive updates!

#ExchangeAlumni @ECA\_AS @ACYPL @hungary.usembassy @USEmbassyWarsaw

[use Facebook or Instagram graphic]



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### [schedule for any time]

Want advice from key influencers in managing your career? Join @ECA.AssistantSecretary for @InternationalExchangeAlumni's #MentorTalks on Thursday, June 25 at 1:00 PM EDT [edit for local time]! Send in your questions for Asst. Secretary Royce now by using #MentorTalks. #ExchangeAlumni @ECA\_AS @ACYPL @hungary.usembassy @USEmbassyWarsaw

[use Facebook or Instagram graphic]

### [schedule for day before program]

TOMORROW at 1 pm EDT [edit for local time]: Join viewers from around the globe for #MentorTalks with Assistant Secretary Marie Royce. Get 30 minutes of mentoring, inspiration, and advice on how to build and manage your career! Come ready to ask questions about everything from networking to overcoming challenges in your career! [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow us on Facebook to receive updates! Send us your questions for Asst. Secretary Royce in the comments below.

[use Facebook or Instagram graphic]

### [schedule for day of program]

LIVE TODAY at 1pm EDT [edit for local time]: Watch #MentorTalks with Assistant Secretary Marie Royce! Get 30 minutes of mentoring, inspiration and advice for building your career. Come ready to ask questions about everything from networking to setting and reaching your career goals! [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow @InternationalExchangeAlumni on Facebook to receive updates! Send us your questions for Asst. Secretary Royce now in the comments below.

[use Facebook or Instagram graphic]

## Twitter

### [schedule for any time]

Are you looking for advice on building your career? Join @ECA\_AS Marie Royce for #MentorTalks on June 25 at 1pm EDT [edit for local time] and have your questions ready for this 30-minute discussion! <http://bit.ly/mentortalks> #ExchangeAlumni @ACYPL @usembbudapest @USEmbassyWarsaw

[use Twitter graphic]



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### [schedule for any time]

Need advice to build your career? Got 30 minutes? Join @ECA\_AS Marie Royce for #MentorTalks on June 25 at 1pm EDT [edit for local time]!

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[use Twitter graphic]

### [schedule for day before program]

TOMORROW at 1pm EDT [edit for local time]: Join @ECA\_AS Marie Royce for mentoring, inspiration, and advice! Got 30 minutes? You've got a mentor!

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[use Twitter graphic]

### [schedule for day of program]

LIVE TODAY at 1pm EDT [edit for local time]: Watch #MentorTalks with @ECA\_AS Marie Royce! Got 30 minutes? You've got a mentor! Get mentoring, inspiration and advice!

Come ready to ask questions. <http://bit.ly/mentortalks> #ExchangeAlumni @ACYPL @usembbudapest @USEmbassyWarsaw

[use Twitter graphic]

### [schedule for day of program]

Got 30 minutes? You've got a mentor! Tune in to #MentorTalks with @ECA\_AS Marie Royce at 11am EDT [edit for local time]. Head over to Facebook now to get ready for the conversation! <http://bit.ly/mentortalks> #ExchangeAlumni @ACYPL @usembbudapest @USEmbassyWarsaw

[use Twitter graphic]