



#MentorTalks for 3/24/2021

# Social Media Toolkit

A large promotional graphic for #MentorTalks. On the left is a portrait of Nina Jankowicz, a woman with dark, wavy hair, wearing a grey blazer. To the right of the portrait, on a dark blue background, is the text: "#MentorTalks Technology, Democracy, &amp; Winning the Information War Nina Jankowicz Disinformation Fellow Wednesday, March 24, at 9 AM EDT". In the bottom left corner of the graphic is a circular seal of the Wilson Center.

## MentorTalks: Technology, Democracy, and Winning the Information War (Facebook Live)

### Program Description

Got 30 minutes? You've got a mentor! Join us for our next #MentorTalks, a Facebook Live series that puts exchange program alumni in touch with extraordinary mentors at the top of their fields.

On Wednesday, March 24 at 9:00 am EDT, **Nina Jankowicz**, Disinformation Fellow at the Wilson Center in Washington, D.C., joins us to talk about strengthening democracy, defeating disinformation and online misogyny, and mentoring the next generation. A former Fulbright-Clinton Public Policy Fellow, Nina will also discuss how her exchange experience helped build her career, share tips on her field, and answer your questions live.

Come ready to ask questions and be inspired! Use #MentorTalks when posting your questions on social media, and we'll see you online.



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## Speaker Biography



**Nina Jankowicz, Disinformation Fellow, Wilson Center**

**Nina Jankowicz** studies the intersection of democracy and technology in Central and Eastern Europe. She is the author of *How To Lose the Information War: Russia, Fake News, and the Future of Conflict* (Bloomsbury/IBTauris).

Ms. Jankowicz has advised the Ukrainian government on strategic communications under the auspices of a Fulbright-Clinton Public Policy Fellowship. Her writing has been published by *The New York Times*, *The Washington*

*Post*, *The Atlantic*, and others. She is a frequent television and radio commentator on disinformation and Russian and Eastern European affairs.

Prior to her Fulbright grant in Ukraine, Ms. Jankowicz managed democracy assistance programs to Russia and Belarus at the National Democratic Institute for International Affairs. She received her MA in Russian, Eurasian, and East European Studies from Georgetown University's School of Foreign Service, and her BA from Bryn Mawr College.

## Event Details - Snapshot

<b>Title</b>	#MentorTalks: Technology, Democracy, and Winning the Information War
<b>Date and Time</b>	Wednesday, March 24 at 9:00 am EDT
<b>Watch Page URL</b>	<a href="https://facebook.com/InternationalExchangeAlumni">facebook.com/InternationalExchangeAlumni</a>
<b>Format</b>	30-minute Facebook Live with live Q&A
<b>Topic(s)</b>	Tackling Disinformation, Strengthening Democracy
<b>Audience</b>	Alumni of U.S. government-sponsored exchange programs and women aspiring to a career in foreign affairs, disinformation, or Eastern European affairs.



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<b>Hashtags</b>	#MentorTalks (program hashtag) #ExchangeAlumni #informationwar
<b>Handles</b>	Facebook: @internationalexchangealumni @Fulbright @usdos.ukraine Twitter: @exchangealumni @fulbrightprgrm @USEmbassyKyiv @wiczipedia Instagram: @voicesofexchange @the_fulbright_program @usembkyiv @ninamjank

## Promotional Banners and Images

Download here (graphics at bottom of page):

[MentorTalks: Technology, Democracy, and Winning the Information War – Interactive](#)

## Sample Social Media Posts

### Facebook and Instagram

[schedule for any time]

To win the #informationwar, Americans need to think about why outlets like RT and Sputnik resonate with so many people, says #ExchangeAlumni and @woodrowwilsoncenter Disinformation Fellow Nina Jankowicz.

Want to know how to win the information war? Tune into the next episode of #MentorTalks on March 24 at 9:00 a.m. EDT [edit for local time], where we'll discuss defeating disinformation with Nina, along with ways to combat online misogyny and how to mentor the next generation.

Follow @internationalexchangealumni and post your questions using the hashtag #MentorTalks.

Got 30 minutes? You've got a mentor!



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<http://nyti.ms/2PFMntp>

@Fulbright @usdos.ukraine @nytimes  
[use Facebook graphic]

[schedule for any time]

Want to win the war on information? Pour money into “media, not clicks,” says #ExchangeAlumni and @woodrowwilsoncenter Disinformation Fellow Nina Jankowicz.

Tune into the next episode of #MentorTalks on March 24 at 9:00 a.m. EDT [edit for local time] to get more of Nina’s advice for this key battle of our times, and for career tips!

Send in your questions for Nina now by using #MentorTalks.

<http://nyti.ms/2PFMntp>

#ExchangeAlumni  
@internationalexchangealumni @Fulbright @usdos.ukraine @nytimes  
[use Facebook graphic]

[schedule for day before program]

“We cannot fact-check our way out of this crisis, because in the onslaught of Covid-19 disinformation, the most important weapon is not fakes, it’s fear. And unlike toilet paper and pasta, there’s no shortage of it these days,” says #ExchangeAlumni and @woodrowwilsoncenter Disinformation Fellow Nina Jankowicz.

Want to know how to win the #informationwar and how to make a career in #foreignpolicy, just like Nina? Join @internationalexchangealumni on March 24 at 9 a.m. EDT [edit for local time] for 30 minutes of mentoring, inspiration, and advice to live by.

Use #MentorTalks to ask Nina your questions now, and make sure you follow @internationalexchangealumni.

<http://bit.ly/3kN0iJL>

@internationalexchangealumni @Fulbright @usdos.ukraine @NewStatesman



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[use Facebook graphic]

[schedule for day before program]

TOMORROW at 9 a.m. EDT [edit for local time]: Join fellow alumni of [Insert exchange program/U.S. Embassy handle] for #MentorTalks with Nina Jankowicz. Get 30 minutes of mentoring, inspiration, and advice for women aspiring for a career foreign affairs! Come ready to ask questions about everything from foreign policy writing and analysis to becoming a mentor yourself! [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow us on Facebook to receive updates! Send us your questions for Nina in the comments below with #MentorTalks.

@internationalexchangealumni @Fulbright @usdos.ukraine

[use Facebook graphic]

[schedule for day of program]

LIVE TODAY at 9 a.m. EDT [edit for local time]: Watch #MentorTalks with Nina Jankowicz! Get 30 minutes of mentoring, inspiration and advice for women in foreign affairs. Come ready to ask questions about everything from writing about foreign policy, becoming a mentor, and combating disinformation! [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow @InternationalExchangeAlumni on Facebook to receive updates! Send us your questions for Nina now in the comments below using #MentorTalks.

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[use Facebook graphic]

## Twitter

[schedule for any time]

Are you a woman in foreign affairs looking for career advice? Join @wiczipedia for #MentorTalks on March 24 at 9am EDT [edit for local time] and have your questions ready for this 30-minute discussion! <http://bit.ly/mentortalks> #ExchangeAlumni

[use Facebook graphic]

[schedule for any time]

Pour money into “media, not clicks” to win the #informationwar, says #ExchangeAlumni and Disinformation Fellow @wiczipedia. Find out more on the next episode of



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#MentorTalks on 3/24 at 9:00 a.m. EDT [\[edit for local time\]](#): <http://bit.ly/mentortalks>  
[@exchangealumni](#) [@fulbrightprgrm](#) [@USEmbassyKyiv](#)  
[\[use Facebook graphic\]](#)

[\[schedule for any time\]](#)

"The most important weapon is not fakes, it's fear" in the #COVID19 crisis, says Disinformation Fellow [@wiczipedia](#). Find out how to win the #informationwar on the next #MentorTalks, 3/24 at 9 am EDT [\[edit for local time\]](#). <http://bit.ly/mentortalks>  
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[\[use Facebook graphic\]](#)

## Instagram

[\[schedule for any time\]](#)

"We cannot fact-check our way out of this crisis, because in the onslaught of Covid-19 disinformation, the most important weapon is not fakes, it's fear. And unlike toilet paper



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and pasta, there's no shortage of it these days. Disinformation thrives on emotional manipulation, and like the pandemic and the social distancing we are using to combat it, the world needs informational distancing to slow the spread of the coronavirus infodemic," says #ExchangeAlumni and @thewilsoncenter Disinformation Fellow @ninamjank.

Want to know how to win the #informationwar and make a career in #foreignpolicy, like Nina? Join @internationalexchangealumni on Facebook on March 24 at 9 a.m. EDT [edit for local time] for 30 minutes of mentoring, inspiration, and advice to live by.

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@voicesofexchange @the\_fulbright\_program @usembkyiv  
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