



Secretary Clinton's Global Town Hall

January 29, 2013 @ 9:30 a.m. EDT at the Newseum in Washington, DC

Secretary Clinton will hold a Global Town interview at the Newseum in Washington, D.C. on Tuesday, January 29, 2013 at 9:30am EST. The event will be live-streamed and social media amplification will also take place on all appropriate platforms; content and resources listed below:

- 1) *Live-stream*: The event will be live-streamed on the Department's official YouTube channel ([StateVideo](#)) at http://www.youtube.com/watch?v=5E_rS38kClg and <http://www.state.gov>. The Bureau of International Information Programs (IIP) will also stream the video to CO.NX so that it will be available on the websites of embassies around the world, particularly those in countries that block YouTube.
 - YouTube Embed Code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/5E_rS38kClg?rel=0" frameborder="0" allowfullscreen></iframe>`
- 2) *Live Tweeting*: The speech will be "live" tweeted from the Department's official Live English-language Twitter feed ([@StateDeptLive](#)). Major policy points will be retweeted on the Department's official English-language Twitter feed ([@StateDept](#)). The speech will also be live tweeted by our ten foreign language twitter feeds – Arabic ([@USAbilAraby](#)), Chinese ([@USA_Zhongwen](#)), Farsi ([@USAdarFarsi](#)), French ([@USAenFrancais](#)), Hindi ([@USAHindiMein](#)), Portuguese ([@USAemPortugues](#)), Russian ([@USAPoRusski](#)), Spanish ([@USAenEspanol](#)), Turkish ([@ABDTurk](#)) and Urdu ([@USAUrdu](#)). The event will be amplified by bureaus and embassies around the world, as well as several of our IIP twitter handles such as [@eJournal_USA](#) and [@AmericaGovEsp](#).
- 3) *Hashtag(s)*: #GlobalTownHall, #AskState, #SecClinton
- 4) *Sample Advertisement Tweets*: These can be used in the lead-up to the speech –
 - Do you have a question for #SecClinton? Tweet it to #AskState for her #GlobalTownHall on 1/29 at 9:30 AM ET.
 - #SecClinton to hold a #GlobalTownHall on Tuesday, January 29 at 9:30 AM ET. Submit questions using #AskState. <http://go.usa.gov/48YY>
 - #SecClinton to hold a #GlobalTownHall tomorrow at 9:30 AM ET. Send your questions to #AskState. <http://go.usa.gov/48YY>
- 5) *Facebook and Google+*: The following text can be used to advertise the Secretary's remarks on Facebook and Google+ pages –
 - Secretary of State Hillary Rodham Clinton will hold a Global Town interview on January 29, 2013, and engage with young people around the world in advance of her last day as Secretary of State on Friday, February 1st. The event will be streamed live on YouTube and www.state.gov. Post your photos and comments for Secretary Clinton here and submit your questions for Secretary Clinton via Twitter using #AskState.
- 6) *Storify*: There will be a story on Storify on the Global Town Hall, which will include tweets, Facebook posts, video, photos, and releases on <http://state.gov>.
- 7) *Blog entries*: There will be a DipNote blog entry on the Global Town Hall. @StateDept will tweet a link to this entry, and it will be shared on Facebook, Google+, Tumblr, etc.
- 8) *Video Clips*: Following the speech, 3-4 short (60-90 second) web-quality clips will be made available for embed on Facebook, use on YouTube, or other purposes. These will be available on the [State Department's YouTube Channel](#) and www.StateOnDemand.state.gov. Users can download these clips and/or embed them on their websites and social media platforms. The full video of the event will also be available.