



# EMBASSY CORNER



With words like Blog, Twitter, and Facebook circulating in today's pop culture, it was only a matter of time before the Embassy also hopped on the bandwagon. After realising that Web 2.0 social networking sites can be used to reach out and connect to our American expatriate audience as well as travellers, or just those in the UK who are interested in American government policies, the US Embassy in London has launched a number of initiatives such as a Blog for American Citizen Services, a Facebook page, Twitter account, and YouTube Channel. We invite you to reach out, get connected, and be informed.

## **American Citizen Services Blog – <http://london.usembassy.gov/americanservices>**

Ever think that our official website has just a little too much information? Try our blog, which is designed to make information more easily accessible. Each post is categorised and “tagged” with key words. Categories, such as “Passports”, “IRS”, and “Cultural Events”, are listed at the top of the page. On the right-hand column is a tag cloud with key words associated with blog posts. The more posts associated with each word, the larger it will appear in the tag cloud. For example, the

“Cultural Events” tag has more than 30 posts associated with it.

## **Twitter Account – <http://www.twitter.com/usembassylondon>**

For those who like to stay abreast of the latest and greatest information to be released by the Embassy, you can “follow” us on our Twitter account. With some phone companies, making Twitter updates accessible through your mobile phone, you can get instant updates from the Embassy in real-time. Find out when and where President Obama will be speaking; be informed of US government policies, Embassy closures, Warden messages (i.e. messages regarding disasters, emergencies, threats, or information of general interest to the American community), and visa processing times all in real-time.

## **YouTube – <http://www.youtube.com/usembassylondon>**

Every year we have hundreds of Americans who approach our service counters asking questions such as “How long will I be here?”, “When will my number be called?”, “How do I make an appointment?”. By producing public service announcement videos such as “A Trip to the Embassy: Melissa Renews Her Passport”, we aim to walk the American community through the passport renewal process at the Embassy so that they are better prepared, helping to make it a smoother process for all involved. Other videos are also planned to give people a behind-the-scenes peek at how the Embassy works.

## **Facebook - <http://www.new.facebook.com/pages/City-Of-London-United-Kingdom/US-Embassy-London/86264954382>**

For those who aren't Twitter fanatics, there is of course the old favourite, Facebook. Our status updates reflect the same updates as our Twitter page, providing yet another way for the American community to keep updated with relevant information.

And of course, it's another way to proudly wave the flag of your home country by becoming a “Fan”.

### **EMBASSY INFORMATION**

**American Embassy, 24 Grosvenor Square, London W1A 1AE**

**<http://london.usembassy.gov>**

**Switchboard: (020) 7499-9000**

**Business hours 8:30 a.m.-5:30 p.m. Monday-Friday.**

**Closed on American Holidays.**

**An officer is available via the switchboard all day, every day for a life-or-death emergency involving a U.S. citizen.**

**Passports: 8:30-11:00 a.m. Monday-Friday, and 2-4 p.m. Monday, Wednesday and Friday**

**IRS: 9 a.m.-4 p.m. (not 12-1 p.m.)**

**Tuesday, Wednesday, Thursday.**

**Notary Services: By appointment only**

**[http://london.usembassy.gov/cons\\_new/acs/scs/notary.html](http://london.usembassy.gov/cons_new/acs/scs/notary.html)**

**Federal Benefits Unit: 8:30 a.m.-1 p.m. Monday-Friday.**

**Travel Advisories: [www.travel.state.gov](http://www.travel.state.gov)**

