

Sharing (Y)our Message

Course 4



Global
Ambassadors
Together, caring for the world.



November 21st, 2016 - December 9th, 2016

IMPORTANT DISCLAIMER: Due to the fact that this plan has been written months before the Course's commencement, important dates, informations, and other aspects may be changed to develop along with the project itself.

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Message From Instructor

Dear Ambassadors,

I hope you are as excited as I dive into this course. You will reflect on your identity and follow a process that will help you better understand yourself. You will also grow your skills and abilities in the fields of communication and marketing. I expect that by the end of this course, you will have a clearer understanding of identity and its importance, and how your powerful message can be leveraged and applied to specific online platforms.

Best regards,

Rafaela Damasceno

GIN Social Media Youth Director

GIN Social Media Youth Director	Location & Duration
<ul style="list-style-type: none">❖ Name: Rafaela Damasceno.❖ Office hours: Round-the-clock contact through email.❖ Office phone: N/A.❖ Email address: rafaela@globalissuesnetwork.net	<ul style="list-style-type: none">❖ Location: Online (Via Google Hangouts)❖ Duration: November 21st, 2016 until December 10th, 2016

GAP Sharing (Y)our Message Required Materials

Must have access to:	Computer
	Camera (phone camera is acceptable)
	Strong internet connection
	Skype account
	Google account
	Social Media account (Facebook, Instagram, or Twitter)

GAP Sharing (Y)our Message Participant Prerequisites

Grade Level	Must be in grade level 7 or above
Time Commitment	Must commit to this course for six months: student must show full commitment until its termination.
	Must be able to dedicate at least three hours of their time every week to the program.
Present and Past GIN Experience	Must have taken part in at least one GIN event prior to position as an Ambassador.
	Must be a current GIN student project team member
	Must have completed the Global Mentors, Local Conferences, Social Media, Best Practices and Logistics, and Global Actions and Dialogue GIN Global Ambassadors courses.

Course's Description & Objectives

In this course, students will be completing activities that will help them understand concepts of self-identity, messaging and the power of expression (including many forms of communication). We will apply communication skills and strategies to various methods of synthesizing words and ideas. Ambassadors will work to develop clear, concise, and powerful messages. They will also develop skills that focuses on their individual identities as changemakers. The Social Media Program will explore concepts of identity and how that can be expressed to share their message with the world:

- ❖ understand themselves
- ❖ become better communicators
- ❖ understand different methods of synthesizing words and messages
- ❖ develop clear, concise, and powerful messages

Attendance Policy

Global Ambassadors are expected to view and understand all emails and tasks, along with performing their duties. If a Global Ambassador has a query regarding the instructions, they are expected to write an email to the instructor as soon as possible. Otherwise, it will be assumed that the Ambassador understood the task in its entirety.

Late Work Policy

Being on-time with the submission of tasks is very important and crucial for the program's well-being.

If Global Ambassadors believe they won't be able to complete the task in the expected time, they are required to inform their instructor and request an extension 48 hours before the due date. Any request for an excused tardy after 48 hours before the due date will not be considered. If they submit unexcused late work two times, they will be withdrawn from the course and the Global Ambassadors program.

Calendar of Assignments: Sharing (Y)our Message	
Instagram	Start Date: Nov. 21st Due Date: Nov. 24th
Twitter	Start Date: Nov. 25th Due Date: Nov. 29th
Facebook	Start Date: Nov. 30th Due Date: Dec 3rd
Sharing (Y)our Identity	Start Date: Dec. 4th Due Date: Dec. 10th

Sharing (Y)our Message Curriculum

Instagram

GAP Activity Description:

Global Ambassadors will create and develop specific message types tailored to the specific needs and strengths of the Instagram platform.

Start Date:
Nov. 21st

GAP Activity Instructions:

- Open your instagram account and follow GIN's Instagram handle @globalissuesnet
- Now that we are that much more connected, follow the instructions outlined below:
 - IMPORTANT TO NOTE: You will be submitting your work into one google form (there are multiple links to the same form). This form's permissions allow you, the user, to edit responses, just make sure to press submit to save your work and changes.

Part One: Research Climate Change

Your Topic: Climate Change

Ambassadors will research [Climate Change using the GIN website](#) and any two of the following source types: in-person interviews, books, dialogue between Ambassadors, online articles and research. (Remember to use the research tools and strategies you were introduced to in earlier courses)

[SUBMIT YOUR MESSAGE HERE](#)

Part Two: Craft Your Message

Write a 300 word (minimum) paragraph about this issue.

You may choose a:

- ❖ specific event;
- ❖ the issue in general terms;
- ❖ the history of the issue;
- ❖ the issue in your community;
- ❖ your personal experience with this issue;

[SUBMIT YOUR MESSAGE HERE](#)

Part Three: Tailor Your Message to Instagram

Review the following Prezi: [The Power of Instagram](#)

How would you adapt your paragraph to post on Instagram (with media, of course) following Instagram's unique way of sharing thoughts. Write and develop a message tailored to Instagram's unique way of sharing thoughts and ideas.

- ❖ Media:
- ❖ Caption:

[SUBMIT YOUR MESSAGE HERE](#)

Part Four: Utilizing Instagram As A Tool & Submit Your Work

Reflect & Demonstrate:

- ❖ How can you use Instagram to leverage your message?
- ❖ How can you use Instagram to leverage your GIN Project message?

- ❖ Demonstrate your thinking with an example how you could use Instagram to leverage your message or your GIN project message.

[SUBMIT YOUR MESSAGE HERE](#)

GAP Activity Objectives:

Personal Objectives:

- ❖ Understand the strengths of Instagram
- ❖ Understand how Instagram can be used to leverage your message
- ❖ Communicate effectively

Activity Objective:

- ❖ To increase global awareness and understanding of Climate Change and to share their OWN message.

GAP Activity Project Product:

Different messages (in different formats) applicable to Instagram covering the global issue of Climate Change.

Due Date:
Nov. 24th

Links to Resources & Tools

- ❑ www.globalissuesnetwork.org
- ❑ [The Power of Instagram](#)
- ❑ [SUBMIT YOUR MESSAGE HERE](#)
- ❑ <http://globalissuesnetwork.org/learn-about-our-global-issues/climate-change/>

[Insight on Climate Change](#)

Twitter

GAP Activity Description:

Global Ambassadors will create and develop specific message types tailored to the specific needs and strengths of the Twitter platform.

Start Date:
Nov. 25th

GAP Activity Instructions:

- Open your Twitter account and follow GIN's Twitter handle @globalissuesnet
- Now that we are that much more connected, follow the instructions outlined below:
 - IMPORTANT TO NOTE: You will be submitting your work into one google form (there are multiple links to the same form). This form's permissions allow you, the user, to edit responses, just make sure to press submit to save your work and changes.

Part One: Research International Labor and Migration Rules

Your Topic: International Labor and Migration Rules

Ambassadors will research [International Labor and Migration Rules using the GIN website](#) and any two of the following source types: in-person interviews, books, dialogue between Ambassadors, online articles and research. (Remember to use the research tools and strategies you were introduced to in earlier courses)

[SUBMIT YOUR WORK HERE](#)

Part Two: Craft Your Message

Write a 200 word (minimum) paragraph about this issue.

It may be a:

- ❖ specific event;
- ❖ the issue in general terms;
- ❖ the history of the issue;
- ❖ the issue in your community;
- ❖ your thoughts on this issue;

[SUBMIT YOUR MESSAGE HERE](#)

Part Three: Tailor Your Message to Twitter

Go over this prezi: [The Power of Twitter](#)

How would you adapt your paragraph to post on Twitter (with media, if you'd like) following Twitter's unique way of sharing thoughts. Write and develop a message tailored to Twitter's unique way of sharing thoughts and posting them.

- ❖ Media:
- ❖ Tweet:

[SUBMIT YOUR MESSAGE HERE](#)

Part Four: Utilizing Twitter As A Tool & Submit Your Work

Reflect & Demonstrate:

- ❖ How can you use Twitter to leverage your message?
- ❖ How can you use Twitter to leverage your GIN Project message?
- ❖ Demonstrate your thinking with an example how you could use Twitter to leverage your message or your GIN project message.

[SUBMIT YOUR MESSAGE HERE](#)

GAP Activity Objectives:

Personal Objectives:

- ❖ Understand the strengths of Twitter
- ❖ Understand how Twitter can be used to leverage your message
- ❖ Communicate effectively

Activity Objective:

- ❖ To increase global awareness and understanding of International Labor and Migration Rules and to share their OWN message.

GAP Activity Project Product:

Different messages (in different formats) applicable to Twitter covering the global issue of International Labor and Migration Rules.

Due Date:
Nov. 29th

Links to Resources & Tools

- ❑ www.globalissuesnetwork.org
- ❑ [The Power of Twitter](#)

- [SUBMIT YOUR MESSAGE HERE](#)
- [International Labor and Migration Rules using the GIN website](#)
- [Interactive Art Exhibit that examines the Refugee Crisis and Experience](#)

Facebook

GAP Activity Description:

Global Ambassadors will create and develop specific message types tailored to the specific needs and strengths of the Facebook platform.

Start Date:
Nov. 30th

GAP Activity Instructions:

First, follow the GIN Facebook Page “Global Issues Network Official Page”

Then follow the steps:

- Open your Facebook account and follow the “Global Issues Network Official Page”
- Now that we are that much more connected, follow the instructions outlined below:
 - IMPORTANT TO NOTE:** You will be submitting your work into one google form (there are multiple links to the same form). This form’s permissions allow you, the user, to edit responses, just make sure to press submit to save your work and changes.

Part One: Education For All

Your Topic: Education for All

Ambassadors will research [Education For All using the GIN website](#) and any two of the following source types: in-person interviews, books, dialogue between Ambassadors, online articles and research. (Remember to use the research tools and strategies you were introduced to in earlier courses)

[SUBMIT YOUR WORK HERE](#)

Part Two: Craft Your Message

Write a 300 word (minimum) paragraph about this issue.

It may be a:

- ❖ specific event;
- ❖ the issue in general terms;
- ❖ the history of the issue;
- ❖ the issue in your community;
- ❖ your thoughts on this issue;

[SUBMIT YOUR MESSAGE HERE](#)

Part Three: Tailor Your Message to Facebook

Go over this prezi: [The Power of Facebook](#)

How would you adapt your paragraph to post on Facebook (with media, if you'd like) following Facebook's unique way of sharing thoughts. Write and develop a message tailored to Facebook's unique way of sharing thoughts and posting them.

- ❖ Media:
- ❖ Post:

[SUBMIT YOUR MESSAGE HERE](#)

Part Four: Utilizing Facebook As A Tool & Submit Your Work

Reflect & Demonstrate:

- ❖ How can you use Facebook to leverage your message?
- ❖ How can you use Facebook to leverage your GIN Project message?
- ❖ Demonstrate your thinking with an example how you could use Facebook to leverage your message or your GIN project message.
- ❖ Now that you have gained experience with all three social networks used by GIN, tell us: If you really wanted to make a change, which would you use?

[SUBMIT YOUR MESSAGE HERE](#)

GAP Activity Objectives:

Personal Objectives:

- ❖ Understand the strengths of Facebook
- ❖ Understand how Facebook can be used to leverage your message
- ❖ Communicate effectively

Activity Objective:

- ❖ To increase global awareness and understanding of Education For All and to share their OWN message.

GAP Activity Project Product:

Different messages (in different formats) applicable to Facebook covering the global issue of Education For All.

Due Date:

Dec. 3rd

Links to Resources & Tools

- www.globalissuesnetwork.org
- [The Power of Facebook](#)
- [SUBMIT YOUR WORK HERE](#)
- [Education For All using the GIN website](#)

Sharing (Y)our Identity

GAP Activity Description:

Students will develop their work from “Express (Y)our Self” from “Course 1: Exploring (Y)our Identity” for the purposes of being shared online with the benefit of their added knowledge of social media platforms. Ambassadors will choose which platform is best suited to their message and create, craft and submit their work. By submitting their work to the form provided, they will be authorizing the GIN Team to publish the information and media provided.

Start Date:
Dec. 4th

GAP Activity Instructions:

NOTE: Do not post anything online for this assignment. You will be submitting your work to us (the GIN Team), via the linked Google Form below. The Social Media Youth Director will be responsible for sharing your work online.

- 1) Choose a platform. Take into consideration:
 - a) What is the essence of your artwork? The inspiration for it? The materials used in its composition? The steps to make it? It’s final version?

- b) What do you want people to see? Progress? Success? Challenges? Improvement?
- 2) Craft your message (media and text). Take into consideration
- a) The platform you are using
 - b) The information you want to share (or not)
 - c) What to include if you are using:
 - i) Instagram:
 - Media
 - Caption
 - ii) Twitter:
 - Media (if you want)
 - Tweet
 - iii) Facebook:
 - Media (if you want)
 - Post
- 3) Reflection
- a) What influenced your decision in choosing the platform you did? (e.g. the essence of your work, what you wanted people to see)
- 4) [**SUBMIT YOUR WORK HERE**](#)

GAP Activity Objectives:

Personal Objectives:

- ❖ Demonstrate what they have learned from Courses 1 and 4

Activity Objective:

- ❖ Show Ambassadors the power of their message and that GIN values their voice.
- ❖ Bring together a new set of media that can be shared on GIN's social network pages and accounts

GAP Activity Project Product:	
Engaging Ambassadors in global dialogue through social media platforms and sharing their message.	Due Date: Dec. 10th
Links to Resources & Tools	
<input type="checkbox"/> SUBMIT YOUR WORK HERE	

Sharing (Y)our Message KPIs	
Key Performance Indicator	Evaluation Plan
<p>Exploring Identity, communication skills through creative self-expression: Exploring their identity as changemakers Building and honing their message Understanding their audience</p>	<ul style="list-style-type: none"> ❑ 160 Message submissions that demonstrate their ability to communicate clearly: <ul style="list-style-type: none"> ❑ understanding of their identity as changemakers, ❑ their audience ❑ Tools of expression: <ul style="list-style-type: none"> ❑ Social Media Platforms ❑ Various mediums of expression they are using to convey their message
<p>Understand the qualities, strengths and constraints of Social Media Platforms: Instagram, Twitter Facebook</p>	<ul style="list-style-type: none"> ❑ 40 Ambassadors demonstrate their understanding of Social Media platforms ❑ Create 160 message submissions that utilize Social Media platforms to communicate their message: ❑ 40 Ambassadors complete thinking exercises with written reflections <ul style="list-style-type: none"> ❑ understanding of their identity as changemakers, ❑ their audience ❑ various mediums of expression they are using to convey their message
<p>Demonstrating their ability to use Social Media Platforms effectively given their knowledge of the qualities, strengths, and constraints of: Instagram Twitter Facebook</p>	<ul style="list-style-type: none"> ❑ 160 Message submissions that demonstrate their ability to utilize Social Media platforms effectively to communicate their message clearly: <ul style="list-style-type: none"> ❑ understanding of their identity as changemakers, ❑ their audience ❑ various mediums of expression they are using to convey their message

