

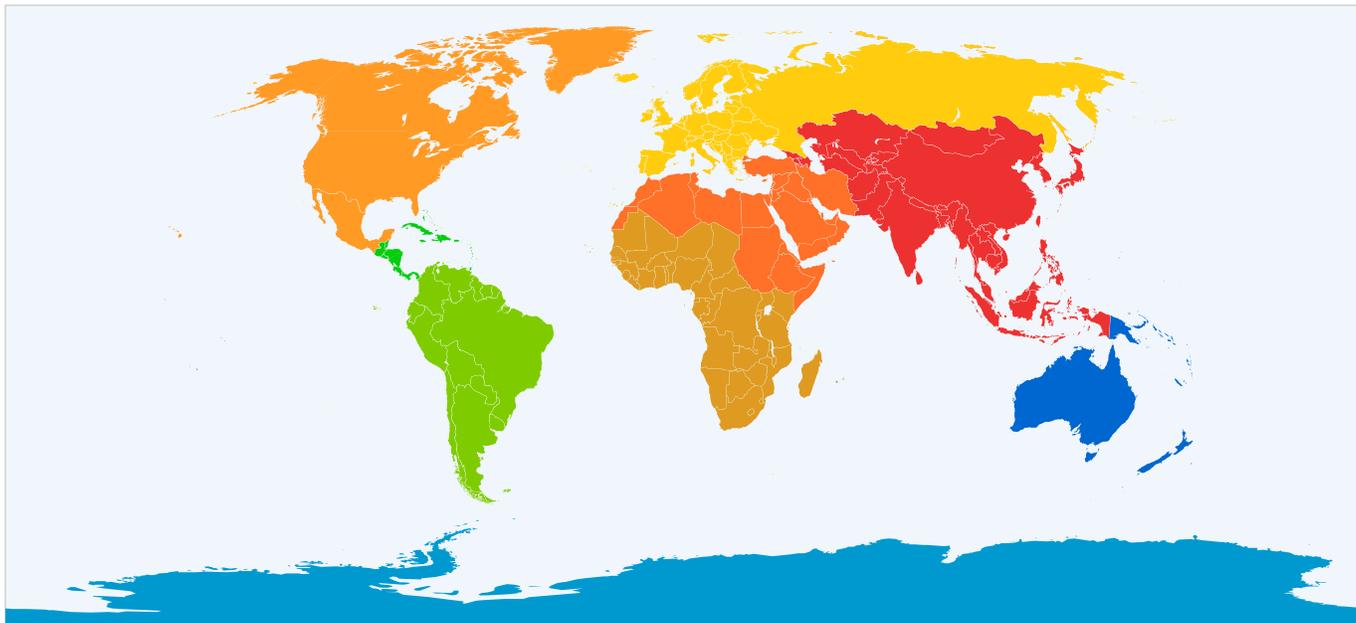


Guide to Deleveloping and Promoting Your Country Site

Created by:



TakingITGlobal
INSPIRE INFORM INVOLVE



Africa



Asia



Central America & Caribbean



Europe



Middle East



North America



Oceania

Welcome

Thank you for your interest and willingness to be involved in developing your country site! This is a great opportunity to inspire, inform and involve other young people in your country, while contributing to TakingITGlobal's mission to be the world's most linguistically diverse platform.

With members in over 200 countries, TakingITGlobal understands the importance of developing a multilingual platform that is accessible to all users- a platform that provides the opportunity to post resources that showcase local opportunities and perspectives that truly reflect the diversity of our network.

In addition, by further developing your country site you will help foster a sense of global awareness, collaboration, cultural understanding, leadership and initiative among youth in your community and around the world!

This guide outlines four steps to creating an active country site:

1. Become Familiar with your Country Site
2. Define your Area of Interest
3. Learn More and Take Action
4. Reflect, Evaluate and Celebrate!

Thanks again for your interest in contributing to the country site. We look forward to the exchanges and growth ahead!



2 Guide to Developing and Promoting Your Country Site



Featured Member in Canada

The purposes of the TakingITGlobal Country Sites are:

- To create a platform that inspires young people to make a difference while showcasing local cultures, ideas, expressions and perspectives.
- To grow a resource that allows young people to connect to opportunities that relate to their interests, in their local language, and that facilitate their transition from active youth to future leaders.
- To enable youth to develop local projects that address community concerns with the support and recognition of a global network



Quick Facts From Canada

The criteria on which the sites are selected is based upon:

- The level of activity of members from the country
- The range of perspectives
- The quality of relevant content
- The quantity of current content
- The uniqueness of the country site
- The recent growth in membership



Events Calendar of Canada

How country sites are created:

Country sites are dynamically generated with content submitted by members. For example, all articles and artwork that you see on the country site were created by members who have 'India' as a country in their profile, or by members who have specified that the art/writing is about the country. This is the ideal venue for members to publish their writing pieces and artwork, benefiting from the much-needed international exposure that is a requisite for all budding artists, writers and journalists.

Articles and artwork that are visible on the site have been reviewed and approved by our editorial and Global Gallery coordination team. This team is primarily comprised of staff members who have gone through a screening process and training. Content submitted to TIG needs to comply with our Terms of Service and Privacy Policy (<http://www.tigweb.org/members/disclaimer.html>) along with some standards of quality (for sections such as the Panorama Magazine and Global Gallery), but we still encourage the free flow and exchange of ideas.

There are no central coordinators of individual country sites, as we would like it to be a collaborative effort among the members in the country. If members, however, are willing to focus their efforts on a particular aspect of developing the country site, this is highly encouraged as it is beneficial to the overall progress of the page.

A new feature of Country Sites are City Sites. They can be easily accessed by clicking on the country's map, on the top-right of the page, followed by selecting any of the red buoys that signal the existence of a city site.



3 Guide to Developing and Promoting Your Country Site

STEP 1: Become familiar with your country site

In order to be able to effectively develop your country site as a platform, resource, and network for youth, and to help facilitate the process of getting members involved with TIG, it is important for you to be able to understand all aspects of your country site.

Each country site features quick facts and reflections on local cultures and traditions, community projects, inspirational members, artwork, upcoming local events, active organizations and opportunities.

As you go through each section of the site, think about the things that you feel need to be done in order to make it more relevant for youth in your country.

Here are some questions to ask as you go through your country site:

1. Are the Quick Facts up to date? Is the data accurate?
2. Are the Events current and how many are there? Can you contribute to the list?
3. Is the Map of your country politically correct?
4. Is there an interesting issue or event happening in your country that you would like to feature in the spotlight section?
5. How many TIG members are there in your country? Are there people you know who would benefit from using the site?
6. Do you have a project that could be featured on the site?
7. Would you like to share your TIG experiences by submitting your member story and becoming a Featured Member?
8. Update Section: A personal space where you can comment on an issue of your choice. What would you like to share?
9. Country Collection: Can you contribute artwork or articles that give insight to others about your country?
10. How many organizations does your country site have? Do you know of others that you can add?

	Map	Regional Page	
Country Name			Member Story
Flag			
Quick Facts			Global Gallery
Latest Content			TIG Spotlight
Spread the Word			Country Site Guide



4 Guide to Developing and Promoting Your Country Site

STEP 2: Define Your Area of Interest

There are many ways to become involved in the process of developing your country site. To specify where you would like to focus, it would be beneficial to read through the various areas where you could get involved:



Aboriginal Youth Forum

Research Opportunities: For those interested in adding information and opportunities such as youth-oriented organizations, events, financial and professional opportunities. This will help many youth access important resources.

a

b

Artistic and Written Expressions: For those who like to express themselves through artistic and creative means, contribute your perspectives through adding artwork, photography, poetry, short stories, interviews and opinion pieces.



Global Gallery -
60th Human Rights Anniversary



NECC 2007

Promote Your Country Site: For those who have strong communication skills and have ideas on how to connect and promote your country site among other youth, clubs, organizations, schools, resource centres or other networks.

c

d

Develop a Local Project: If you are currently part of or developing a community-based project that addresses local needs, or are interested in starting or joining one, we have a guide to action and online tools to help you with this process.



CLC Open Forum





5 Guide to Developing and Promoting Your County Site

STEP 3: Learn More and Take Action

This section will provide you with information about each of ways that you can get involved in developing your country site. A series of suggestions and links are provided so that you can get started right away! Some things to consider, might be to conduct a review of the section of the site that you are most interested in. Look for how the section could be improved and what information is lacking. Also reflect on what knowledge, stories, talents and experiences that you can share.

A. Research Opportunities

If you are interested in expanding your country site page with more relevant and up-to-date information, this is the area for you! The various sections are:

Organizations – To increase the number of organizations in your country’s database go to:
<http://www.tigweb.org/orgs/>

Events – To inform and invite young people to events happening in your country go to:
<http://www.tigweb.org/resources/events/>

Projects – To share the projects that you know of, add them at:
<http://www.tigweb.org/action/projects/>

Professional Opportunities – This page has information regarding opportunities about fellowships, internships, volunteer opportunities, jobs, and school exchange programs. To add opportunities available to youth in your country, visit:
<http://www.tigweb.org/resources/prof/>

Financial Opportunities – This section gives information about awards, contests, grants, and awards. To increase awareness of the opportunities available to youth in your community, visit:
<http://www.tigweb.org/resources/financial/>



6 Guide to Developing and Promoting Your County Site

B. Create Artistic and Written Expressions “Life in Your Country”

If you would like to share what life is like as a young person in your country through art and writing, this is the are for you!



Country Collection of South Africa



Country Collection of Saudia Arabia

Global Gallery

1. Featured Themes: Monthly themes focus the online community around major issues such as Women’s Rights, The Millenium Development Goals, HIV/AIDS and Youth Entrepreneurship.

To see featured themes visit:

<http://www.tigweb.org/understand/issues/>

2. Country Collection: In this section you can add personal artwork and pictures that reflect your experiences as a young person in your country.

To view go to the following link and select your country under View a Country Collection:

<http://www.tigweb.org/express/gallery/artwork/index.html>

To submit your artwork, go to:

<http://www.tigweb.org/express/gallery/submit.html>

Make sure to select your country when you add your image.

b



6 Guide to Developing and Promoting Your Country Site

B. Create Artistic and Written Expressions “Life in Your Country”

If you would like to share what life is like as a young person in your country through art and writing, this is the are for you!

b

Panorama Country Collection

If you like to express yourself through writing, there are four categories in our new and improved Panorama! These sections which cater to different styles of communication are:

1. **Opinion:** Voice your thoughts about local current events and possibly how they may relate to pressing global issues. Share your unique perspective through an opinion piece!
2. **Interview:** Who inspires you? Conduct an interview with a fellow country member to share their thoughts and feelings on what it is like to live in your country. Do you want to encourage someone to share their personal story? Just think of how many eye-opening and inspirational stories there are in your country that would inform and inspire other TIG members! Do so in your mother tongue and serve as an example to be followed by still others of your fellow countrymen!
3. **Short Story:** Would you like to share stories which reflect your local culture? Are there local legends in your country? Step in the lives of imaginary characters and unleash your creative powers!
4. **Poetry:** For those who are in love with words. Would you like to share your feelings, ideas or beliefs in a more intimate and personal way? This is the place where words are pushed to their breaking point and are transformed into pure emotion.

Click here to submit your content:

<http://www.tigweb.org/express/panorama/>



Country Collection of Palestine



Country Collection of India



7 Guide to Developing and Promoting Your Country Site

C. Promote Your Country Site



Country Site Guide

C

Another way to get involved is to inform other young people in your country about your country site and show them how they can benefit from being a part of the online community. These activities can inspire them to action by getting involved in their local community.

Email your friends/contacts If there are people you know of who would be interested in knowing more about TIG. There is already a tool on the TIG website that allows you to do this with ease. Just go to:

<http://www.tigweb.org/connections/tellafriend/>

Run an Art Contest in Your Community/School. One way to do this is to run an art contest in your community that is in conjunction with the monthly theme. This way the people who submit artwork to the current Global Gallery contests are eligible to win interesting prizes. To check out the current and past monthly theme to see what the art contests have revolved around visit:

<http://www.tigweb.org/express/gallery/contests/view.html>

Link to TIG

Use the banners provided at the bottom of the Country Page to link TIG's Country Page on your blog, website or other web profiles. Simply copy and paste the HTML code found in the box to start spreading the word!

Connect with Members

Use the Country Page or Regional Page to connect with members that live in your country or region. Tell them about the many ways in which they can promote their local culture through our international platform, and of how they can use the country page to share their artistic expressions or action projects with the rest of the community!



7 Guide to Developing and Promoting Your County Site

D. Develop a Local Project

d

If you are currently part of or developing a community-based project that addresses local needs, or are interested in starting or joining one, we have a guide to action and online tools to help you with this process.

If you are currently in the process of running a local project in your community, tell others about it by creating a Project Profile on TIG! Project Profiles are designed to provide members and organizations with tools and features to highlight their initiatives, objectives, challenges and progress within an unique online space. This helps TIG members collaborate online, connect with others and achieve global visibility. You can update your project as often as needed.

This is a great way to get other young people involved especially if it is related to an upcoming event.

If you would like to develop a project, but don't feel you have the necessary guidance or support to get started, check out our Guide to Action and view other projects that are being worked on in different parts of the world which can help you with ideas.

Guide to Action: <http://www.tigweb.org/action/guide/>
Projects Database: <http://www.tigweb.org/action/projects/>



CLC Open Forum



aiesec



iearn 2007





8 Guide to Developing and Promoting Your Country Site

STEP 4: Evaluate and Celebrate!

Once you have reached your stated goals, it is important to give yourself time to both evaluate and celebrate. Here are some questions that will hopefully help you stimulate your assessment process:



Country Site Content:

1. How have you helped to contribute to improving the content found on your country site? Is there more that could be added? What's missing?

d



Country Site Features:

2. Based on your interaction with your country site, what new features could be added to improve user experiences and make it more interesting?



Country Site Design:

3. Do you like the overall look, feel and color scheme of your country site? If not, what could be done to improve it?



Connect to the World:

4. In what ways could cross-cultural understanding and collaboration further be promoted and developed?

On a personal level, ways to help celebrate your success might be to share what you have added and contributed to the country site with family, friends and other TakingITGlobal members!

If you have written an article, or added artwork, perhaps you can invite others to post a comment about it. If you have started a project, added organizations or other opportunities, consider forwarding the link for this listing to people you think would benefit from knowing. If you have been promoting the country site, post an update about it and let people know what the response has been like. You can also finish celebrating by nominating your country site to be a featured country site on the main page of TakingITGlobal!



9 Guide to Developing and Promoting Your Country Site

Quick Guide to TakingITGlobal's On-line Community

Join the Community! <http://www.tigweb.org/members/signup.html>

My Profile <http://my.tigweb.org/edit/>

- About Me – add your picture, bio, citizenship, languages, and travels
- Interests & IM – list your interests and messenger accounts
- TIG Involvements – summarizes your contributions to the TIG community



Community <http://www.tigweb.org/connections/>

- Updates – create your own online journal for others to see
- Discussion Board – contribute your thoughts to an on-going dialogue
- Featured Theme – a vibrant look at pressing global issues
- TIG Groups – easily create e-mail based discussion groups
- Tell a Friend – tell your friends about TIG through this simple tool
- E-Cards – send virtual greetings to your friends
- Members – find members of TIG who you have things in common
- Dispatch – read the TIG newsletter
- Country Sites – see local versions of the TIG site



Action Tools <http://www.tigweb.org/action/>

- Projects – check out & start your own local community initiative
- Workshops – run a local event using the TIG Workshop kit



Resources <http://www.tigweb.org/resources/>

- Organizations – view and add youth-oriented organizations
- Events – view and add events in the events calendar
- Financial Opportunities – view and add scholarships, internships, grants etc.



Youth Media <http://www.tigweb.org/express/>

- Global Gallery – contribute to a collection of cultural expressions of art
- Panorama Online Publication – read articles, and submit your own writing



Global Issues <http://www.tigweb.org/understanding/>

- Discover 10 in-depth topics exploring important global issues
- Learn by reading articles and viewing flash animations



Regions <http://www.tigweb.org/explore/regions/>

Country Sites and Regional Pages are a springboard that fulfill TakingITGlobal's vision of creating an engaged community and collaborative learning space.

