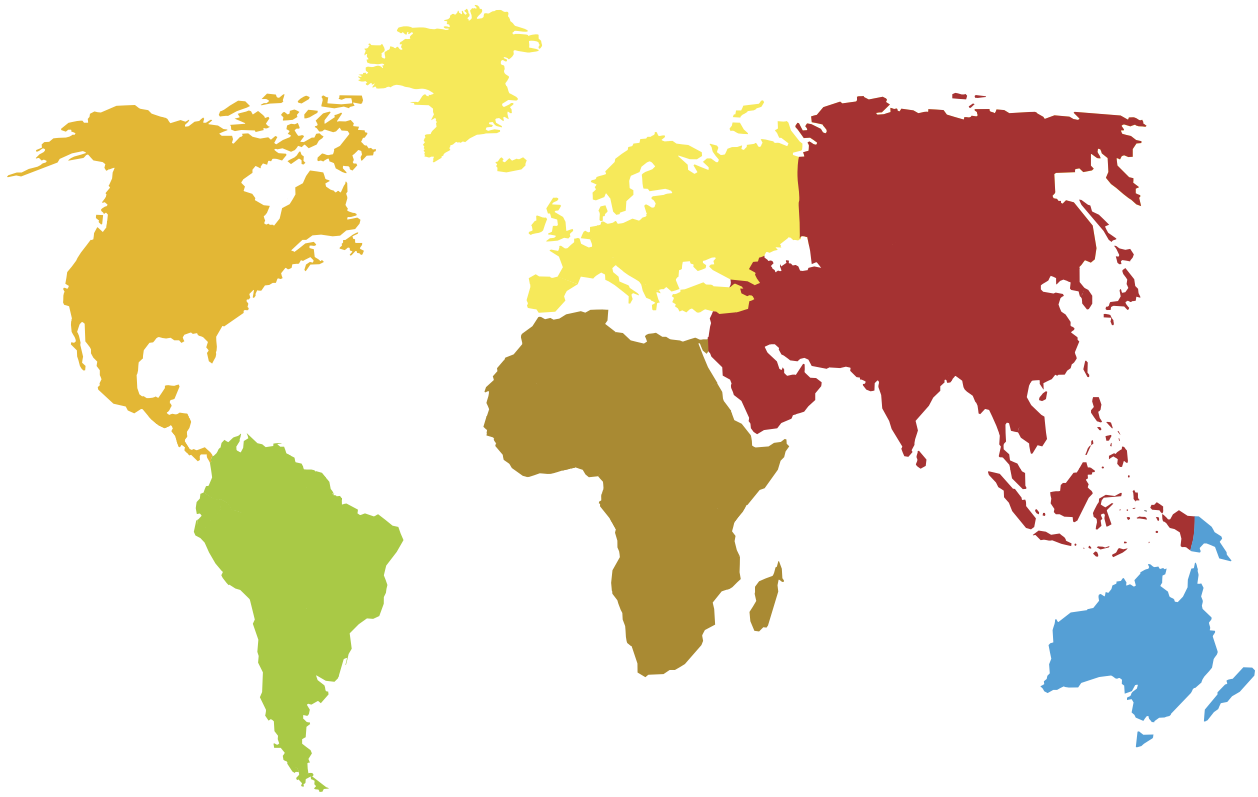


Guide to Developing and Promoting Your Country Site



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 as you help to expand the networking possibilities for your country. With members in over 200 countries, TakingITGlobal understands the importance of developing a platform and a resource to showcase local opportunities, expressions and perspectives that truly reflect the diversity of our network. In addition, by further developing your country site you will be providing more relevant information to people from other countries which will 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!

Thank you for your interest in developing your country site. We look forward to the progress ahead.









Melina Laboucan-Massimo
Country Sites Program Manager

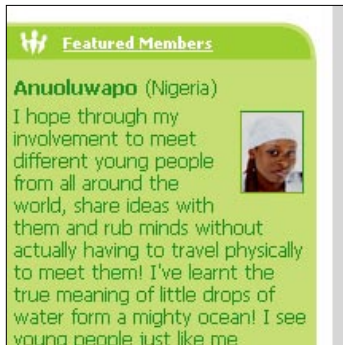


Jennifer Corriero
Co-Founder & Executive Director

<http://local.takingitglobal.org/guide/>

Color Legend

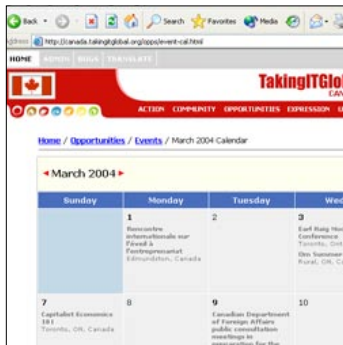
-  Africa
-  Asia and the Middle East
-  Europe
-  Latin America and The Caribbean
-  North America
-  Oceania



Featured Member from Nigeria



Quick Facts From Italy



Screen shot of Events Calendar for Canada

The purposes of the TakingITGlobal Country Sites are:

- To create a **platform that inspires young people** to make a difference while showcasing local ideas, expressions and perspectives.
- To grow a resource that allows young people to **connect to opportunities** that relate to their interests.
- To enable youth to **develop local projects** that address community concerns with the support and recognition of a **global network**.
- To foster **cross-cultural understanding** through connecting young people to the world.

Featured Country Sites:

Starting April 2004, a new country site will be featured every two weeks on the main page of TakingITGlobal.

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.

We hope that you will join us in this initiative to develop individual country sites to continue fostering communication in our global community.

How country sites are created:

All content submitted to TakingITGlobal (through the main site or country sites), are stored in databases which then allows TIG to display information in multiple settings. 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. Currently, there is limited 'control' over the content that is on our site - which allows for a free flow and exchange of ideas. Essentially, content submitted needs to comply with our Terms of Service and Privacy Policy (<http://www.takingitglobal.org/static/disclaimer.html>) along with some standards of quality (for sections such as the Panorama Zine and Global Gallery). Articles and artwork that is visible on the site has 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.

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 people are willing to focus their efforts on a particular aspect of developing the country site, this is highly encouraged and beneficial to the overall progress that is made.

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 more 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 Latest 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 being 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?

The screenshot shows the TakingITGlobal Australia website interface. On the right side, there are callout lines with labels pointing to specific parts of the page:

- Flag**: Points to the Australian flag in the top navigation bar.
- Country Name**: Points to the 'TakingITGlobal AUSTRALIA' header.
- Quick Facts**: Points to the 'Quick Facts' sidebar on the left.
- Purpose of Country Site**: Points to the 'Purpose' section in the main content area.
- Latest Events**: Points to the 'Latest Events' sidebar on the right.
- Map (of country) links to facts**: Points to a small map icon in the main content area.
- Spotlight Story**: Points to the 'Spotlight: Welcome to Country sites!' section.
- Meet the Members**: Points to the 'Meet Members from Australia!' section.
- Featured Project**: Points to the 'Featured Project' sidebar on the right.
- Featured Members**: Points to the 'Featured Members' sidebar on the left.
- Latest Updates**: Points to the 'Latest Updates' sidebar on the right.
- Art Thumbnail**: Points to a small image thumbnail in the 'Life in Australia' section.
- Life in your Country**: Points to the 'Life in Australia - Country Collection' section.
- Featured Organization**: Points to the 'Featured Organization' sidebar on the right.



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:



A: 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.

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.

C: 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.

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.



Video Conference, Brazil



Youth Conference 2002, Ghana



WSIS Youth Caucus, Switzerland



UNESCO Round Table



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.takingitglobal.org/opps/org-home.html>

Events – To inform and invite young people to events happening in your country go to: <http://www.takingitglobal.org/opps/event-home.html>

Projects – To share the projects that you know of, add them at: <http://projects.takingitglobal.org/home/projectlist.html>

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.takingitglobal.org/opps/profdir.html>

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.takingitglobal.org/opps/sfgdir.html>



Country Collection from India



Country Collection from Peru



Global Gallery Winner from Promoting a Culture of Peace



Poem "Love for my Country" By Julius Lambi from Camroon



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 area for you!

Global Gallery

1. **Current Monthly Themes:** Monthly themes focus the online community around major issues such as Cultural Diversity, Peace and Conflict Education, and Media. Each month, TakingITGlobal holds **art contests** where you can submit artwork that reflects your interpretation of the theme being discussed.

To see current and past themes visit: <http://www.takingitglobal.org/themes/>

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.takingitglobal.org/express/gallery/collections.html>

To submit your artwork, go to:

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

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

3. **Become or nominate a featured member:** Share your story about why you joined TakingITGlobal, how it has had an impact on your life, and what your perspectives are on key issues and challenges that affect young people in your community.

To nominate a member go to:

<http://www.takingitglobal.org/home.html?shell=fmnominate>

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!

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.takingitglobal.org/panorama/content.html>



Country Site Promotion



Presentation of TIG 2002, Ghana



Collective Painting on Creation Stories, Canada



C. Promote Your Country Site

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.takingitglobal.org/community/tellfriend.html>

Present your country site in school

Share your knowledge of the TakingITGlobal website with your peers or other youth groups! This will help youth in your community become more aware and involved of the events and projects that are happening in their area. Some suggestions might be to make a presentation in your classroom at school, community centres or libraries. To download presentations, go to:

<http://www.takingitglobal.org/promote>

Post Flyers in Your Area

Another way of raising awareness might be to print and distribute flyers that explain what your country site is about, along with the benefits of getting involved. They could be distributed at conferences and events, and can also be posted in resource centres (where permission is granted). To download flyer templates, go to:

<http://www.takingitglobal.org/promote>

Running 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 a digital camera, scanner, or printer. To check out the current and past monthly theme to see what the art contests have revolved around visit:

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

D. Develop a Local Project

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 a 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. On the projects page, we have a "Guide to Creating a Project Profile" to help you get started on this process.

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.takingitglobal.org/guidetoaction/>

Projects Database: <http://projects.takingitglobal.org>



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?

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!

To nominate your country site, or share any questions, suggestions and celebrations please e-mail our [Country Sites Program Manager](mailto:countries@takingitglobal.org) at countries@takingitglobal.org

Quick Guide to www.TakingITGlobal.org

Join the Community! <http://join.takingitglobal.org>

My Profile <http://myprofile.takingitglobal.org>

- 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://community.takingitglobal.org>

- Updates – create your own online journal for others to see
- Discussions – contribute your thoughts to an on-going dialogue
- Monthly Themes – 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



Opportunities <http://opportunities.takingitglobal.org>

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



Expression <http://expression.takingitglobal.org>

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



Action <http://action.takingitglobal.org>

- Projects – check out & start your own local community initiative
- Workshops – run a local event using the TIG Workshop kit
- Global Youth Service Day – participate in the next GYSD



Voice <http://voice.takingitglobal.org>

- Global Youth Platform – add your voice to the platform
- National Youth Council – learn about & join national youth councils
- UN Youth delegates – find out how to become a UN Youth Delegate



Understanding <http://understanding.takingitglobal.org>

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