



Project Plan

Social Media for Global Good

Media Platform Design Competition

Buddies Without Borders Online Forums
December 2021

Updated as Needed - October 23, 2021

Contact: BuddiesWithoutBordersOnlineForums@GlobalEducationDestinations.org

For Reference: www.GlobalEducationDestinations.org

Application Form:

The Application is closed.

Overview

“The power of social media is it forces necessary change.”

~ Erik Qualman, author of Socialnomics

“Young people can no longer be dismissed as the rebel fighters; the terrorists; the disenfranchised. They are the innovators, the solution-finders; the social and environmental entrepreneurs.”

~ Marie Chatardová, 73rd President of the Economic and Social Council, United Nations

Students aged 12-18 around the world are invited to brainstorm ideas to solve challenges that impact us all.

Social media is a tool that can speed up the change we want to see in the world. Hashtags on Instagram and Twitter helped make the movement of BLM and MeToo possible. Ted Talks and YouTube made big ideas accessible near and far. And of course, countless websites have led to real social changes, from how we govern (Change.org) to what we support (GoFundMe.com).

In December, students will work across the borders in teams as equal global citizens to design social media platforms to meet global goals in some of the most impactful regions around the world. You will choose an SDG that you are most passionate about, investigate its impact in your own country and your teammate's countries, design content using a platform of your choosing (youtube video, APP, website, or any digital media). You will create your messages to mobilize global change.

If you are tech-savvy, you can build your own app or website from scratch by using software builders such as [Andromo](#), [AppsGeyser](#), [AppMkr](#), [Wix](#), [Site123](#), [Squarespace](#), etc. For example, Microsoft is looking to develop APPs that can measure the CO2 footprint of recreational activities so that consumers can make conscientious decisions on which activity to pursue (much like the nutritional ingredient labels we see on packaging right now.)

**An actually functioning software, while helpful, is not a mandatory criterion for this Forum. You just need to show your concept.*

You can also utilize existing social media platforms to build your content such as [Instagram](#), [YouTube](#), [Facebook](#), [Twitter](#), [TikTok](#), [Pinterest](#), [SnapChat](#) and [Discord](#). For example, we have created a Buddies Without Borders Discord Server for our Forum alumni and BWB School Club members to continue their connection with like-minded buddies around the world after the competition.

Depending on the platform that you choose, your content can be in any medium, such as graphics ([Figma](#), [Canva](#)), music, dance, videos ([Filmora](#), [HitFilm Express](#)), PPT, etc. Your final project will be judged based on the creativity and effectiveness of your message and tool.

All participants who complete the program successfully will receive a Program Certificate. Every participant will be assigned a group of peers from across the world as equal global citizens to co-author a recommendation (Final Presentation). There will be three prizes:

- **Best Team Award:**

The team with the best Final Presentation will be given a year-long online internship organized by Leadership Initiatives which is sponsored by Microsoft and Starbucks. The Internship will start in September 2022 and conclude in May 2023. Public votes on www.GlobalEducationDestinations.org and peer ranking within the Forum will determine the top three teams in the Final. A team of international panelists will then evaluate the Final Three based on the creativity and effectiveness of your message and tool

- **Best Representative Award:**

Top Five Representatives are chosen based on points earned and will receive Top Five Certificates. Peer ranking will determine the top three who will receive a college preparedness guidance interview with a college admission officer. One Final Best Representative is chosen based on the ranking of his or her team and will join the Best Team as the Team Lead to receive a year-long internship.

- **BWB Pioneer Award:**

The student who has exhibited consistent leadership throughout the Forum by inspiring others to work for the common good will win the BWB Pioneer Award. The Award Winner will receive the scholarship to launch the [BWB Club](#) (\$300 value) in his/her school. BWB clubs are now operating in fourteen countries around the world and enable students to think globally and act locally year-round. BWB Club applications are by invitation only.

Details

Four - six participants (age 12 - 18) from each country will be selected to meet weekly online for a month. Four - five students will be grouped as a team to focus on one particular SDG assigned by Global Education Destinations.

Students meet online via Google Meet weekly for 60-90 minutes at **7:30 am on Sunday Eastern Time.** (8 pm Saturday session may be available depending on time zone needs). The online meetings will feature guest speakers on IB, MUN and ELL and more (some pre-recorded), students' own reflections and discussions with peers. Regular attendance is strongly encouraged but not required (guardians must send in notes for any absence).

Between meetings, students are monitored by assigned Buddies Without Borders college coaches to do their independent research and connect with their teammates to work on their projects. Students must participate in a dedicated Buddies Without Borders Online Forum Facebook group to find resources, discuss ideas, findings, etc. throughout the month. Each team has the right to issue an alert to their team coach if any team member is not participating effectively. We will in turn alert the counselors and guardians. After the third warning, the nonresponsive team members will be removed from the team and be disqualified for any Awards. **A Score Sheet** will be used to keep track of each participant's status.

Future forums will feature topics based on the United Nations Sustainable Development Goals: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/> such as Innovation, Climate Change, Ending Poverty, Public Health and beyond.

Key Dates:

Oct 12: Priority Application Open (BWB Clubs, Partner Schools, Alumni, Interest List)

Oct 25: Priority Application Deadline

Nov 8: Regular Application Deadline

Nov 22: Waitlist Deadline

Nov 29: Participants List finalized

Dec 5: Mandatory Tech Walkthrough + Meet & Greet (*open to parents and teachers*)

Dec 12: SDG Briefing (college preview #1)

Dec 19: Focus Groups

Dec 19 – Jan 9: Platform / Content Building Time (during this time, ONLY team meeting points can be earned. No personal points will be awarded nor Global meetings will be scheduled.)

Jan 9: Rehearsal. (college preview #2)

Jan 16: Final Presentation (*open to panelists, parents and teachers*)

Jan 23: Award Ceremony (*open to the general public*)

Purposes

1. If you are an IBDP student, [we meet your Learning Outcome Requirements.](#)
2. Understand SDG challenges.
3. Connect, discuss and collaborate with participants around the world online, under the guidance of a college student team coach or an educator.
4. Learn how to create proposals and potentially win recognitions that may benefit the future college application process.
5. Practice English speaking, listening and writing in a formal setting.
6. Successful participants will be considered for future college student team coach jobs based on performance evaluations.
7. Be invited to establish a BWB Club which allows more students to connect and practice English during the school year. BWB Club schools enjoy Forum discounts and many other benefits to students, teachers as well as schools. [Click here for details.](#)

Specifications:

Each Forum is attended by 40- 50 students from 20-25 countries. For more on our past participants and collaborators, please visit www.GlobalEducationDestinations.org

- **Technical Requirements:**

Audio and Video capability to participate in the weekly global meetings. Account in Facebook and Facebook Messenger for forum discussions. Students may choose any existing social media platform or software to demonstrate their concept.

- **Parental Consent:**

A parent or a guardian needs to sign off on the application form to acknowledge that the student will be communicating with other program participants on social media.

- **School Counselor FYI:**

The student's school teacher or counselor will be kept informed of the student's progress.

Deliverable:

- Show of Concept via any medium:
 - App, webpage, blog site, visual art (a painting or drawing), video (less than 5 min), etc.
- A Team Paper of 1000 words (3-4 pages, can include infographic) Executive Summary of your platform: who is your audience, what content will you provide, how is it published, why do you choose your SDG, how will you attract users, is the funding needed and how would you fund your platform.

- Frequent sharing with all participants of your ideas/progress/sources via the dedicated Facebook group page. Each substantial posting that demonstrates your critical thinking ability earns you points - what is your hypothesis/observation? (1 point) What is your source of information and research findings? (1 point) What is the counterargument and source of information (2 points)? What is your follow-up question or new hypothesis (1 point)? A Score Sheet and a Final Progress Report are made available to all guardians and counselors.
- Frequent sharing and discussing with your teammates and fellow forum participants. Each meeting screenshot wins all participating students 5 individual points.
- Attendance of all Global Sessions is strongly encouraged but will not be penalized for absence - notes from guardians required.
- A weekly Personal Reflection is required for each participant to evaluate their personal progress and their experience with their team and the forum. This serves as your attendance record.

Contributors:

Please visit our [“About Us”](#) webpage for a full list of speakers, supporters and reviewers.

- Guest Speaker: Sameer Ahmed Khan - CEO, Social Champ, Pakistan
- Sponsor: Marshal Bailly - Executive Director, Leadership Initiatives, USA
- Panelist: Andrew Hand - Admissions and International Schools Outreach Officer, Forward College, France
- Panelist: Angolwisye Paul Mwakisu - Senior Assistant Director of Admissions, NYU, Abu Dhabi, UAE
- Panelist: Elisa Melendez Martin - Director of Global Markets, IE University, Spain
- Panelist: Jacklyn Lim - Learning Abroad Manager, Auckland University of Technology, New Zealand
- ELL Lecturer (pre-recorded): Anh Nguyen- ELL Teacher, Hanoi Academy, Vietnam
- Inquiry Lecturer (pre-recorded): Shane Hanna- IB Coordinator, Villiers School, Ireland
- MUN Lecturer (pre-recorded): Nicole Bohannon - Graduate Student, MSc in Public Policy & Management, King's College London, Business School, UK
- Student Coach: Alejandra González, Bolivia
- Student Coach: Gen Randolph Flauta, Philippines/Hong Kong
- Student Coach: Bogna Frykowska, Poland
- Scorer: Keeret Keeret Grewal, Canada

Reference Material:

- <https://www.adobe.com/express/learn/blog/top-social-media-sites>
- <https://buffer.com/library/social-media-sites/>
- <https://ronntorossianupdate.com/six-types-of-social-media>
- <https://smartsocial.com/post/positive-impact-of-social-media>