What’s In A Name?
What’s In A Name?
What’s Your Story?
Storytelling is Relational vs. Transactional
The Angel is in The Details
The Art is in The Listening
I’d like you to take a moment to probe your memory and to think about the origin of your Fulbright story, that is, where and when it began; how it took shape. What was your first connection with information about the Fulbright program? Maybe you talked with someone who went on a Fulbright-sponsored trip, or maybe you read online or watched videos about the Fulbright experiences of others? By asking the questions, I’m trying to emphasize the human connection in your Fulbright experience.

Sharing YOUR Fulbright story is an opportunity to “Tell It Forward.” In other words, your story could be the catalyst for someone else’s Fulbright experience. So, how are you going to tell it forward? My job today is to introduce or remind you of some online tools to help you build human connections by telling your story.

Next slide
There are lots of tools you can use, many more than we have time to talk about in 20 minutes. I’m sure that you recognize many of these logos, while a few are probably unfamiliar to you. Some of them may be your close friends, or perhaps they drive you crazy. What’s important is that you find the tool or tools that are right for you. Whether it’s a platform that you already feel comfortable using, or whether you want to explore a new platform, the important thing is to do the telling, and for that you need to collect and generate content. You can use as many tools as you like and even link them all together, as Bob has done, which you will see later toward the end of our presentation.

The logos on the screen are grouped by genre or types of platforms, so let’s take a brief look at each of these genres.

Next slide
How many of you actively use one or more of these social media platforms? How man you use all of them?

These Social Media platforms are can be effective tools for making human connections because they are so Familiar. They’re also Fast - you can upload content instantly. They’re Flexible, enabling you to communicate in a variety of ways, through text, images, video, both privately and publicly; and they’re Free (that is, for the most part).

As you know, Facebook is a ready-made tool for telling a story as it happens. One of the keys to making FB work for you is the settings. Get the settings right for you and FB can be a fantastic tool for chronicling your story.

The second logo is...?, Instagram. I like to think of Instagram as a visual diary. It’s a great place to post pictures during your Fulbright journey. You can keep it private or share with different audiences. Think of it as your personal archive of photos.

The third logo is LinkedIn. How many of you are LinkedIn? You may remember that LinkedIn emerged as an online resume web site, and it still serves that function, but it has evolved into much more than that. Nowadays, LinkedIn is more of a professional networking and media sharing tool, and it can be an effective way to let colleagues and like-minded professionals know how your Fulbright is going. Just be aware that LinkedIn has some has a habit of keeping you LinkedIn, whether you like
it or not.

**Pinterest** is a little different. I like to think of Pinterest as bookmarks on steroids. It will allow you to highlight, organize, and share some of your favorite things, places, and events during your Fulbright experience, and doing all this through images and URL.

**Twitter**, as you know, is a tool for shouting out your immediate impressions or reactions to events as they happen. Just remember that you may not want to shout too loud.

Just make sure to use social media tools responsibly. We don’t want anyone getting hacked or hurt.

Next Slide
SAFETY TIPS for SOCIAL MEDIA

1. Use security settings and check them once a month.
2. Don't broadcast movements.
3. Protect passwords = U$d74ix6&6Cq
4. Don't post everything

Be sure to heed these safety tips for social media

1. **Use security settings and check them once a month.** Although security settings are not totally safe, they are extremely helpful. Just be aware that some platforms change their security policies with little notice, so be sure to monitor your security settings.

2. **Don't broadcast movements.** Be aware that some apps that may track and broadcast your location without your consent or knowledge, so be careful what you announce online.

3. **Protect passwords.** Use strong passwords to deter hackers from accessing your account. A strong password generally consists of at least 12 characters with a mix of upper and lower case letters, numbers, and special symbols. Use different passwords for different accounts, and change them on a regular basis. The best password is the one you can’t remember.

4. **Don't post everything.** Some private information should not be shared with anyone, much less everyone. A good rule of thumb is never to post anything that you wouldn't shout in a crowded room.

These tips are not only good for social media but for all of the online tools that you might use, such as....

Next slide
How many of you are bloggers? How many of you have read someone’s blog posts? So pretty much everyone is familiar with blogging platform in one way or another.

**Blogging Platforms (Web logs)** are designed for online journaling, and they are not difficult to set up.

The best, and the most ubiquitous blogging platform is **Word Press**; and one nice things about WordPress is that it walks you through the process of setting up your blog. There is no other free blogging platform that compares to WordPress. So if you’re going to blog, use WordPress. [http://wordpress.com](http://wordpress.com).

You may have heard about **Blogger**, which is Google’s blogging platform, but I don’t recommend it for a variety of reasons that you can ask me about later or you can look up on the web.

I’d like to mention two other blogging platforms that are simple and easy to use, but unfortunately they require a small monthly fee.

- The first is **Postach.io** which generates blog posts directly from the notetaking application, Evernote. Postach.io costs $5 per month. [https://postach.io](https://postach.io)
- The second is **Svbtle**, which is a simple, easy to use platform, without the bells and whistles of other platforms; and it’s designed to help you generate and develop your ideas, but it costs $6 per month. [http://svbtle.com](http://svbtle.com)
Personally, I’m not a blogger, but in just an hour, I was able to set up a fictional blog entitled, Sagebrush Abroad, using WordPress. Now WordPress can be as simple or as elaborate as you want it to be, so it really can be all things to all people. My blog consists of one image and three posts, and believe it or not, by the end of the workday I already had one follower.

As with social media, make sure that you blog responsibly.

Next slide
That means, **Think before your Post!**

- I’ve certainly had my share of episodes where what I said was not what I intended, so be careful and think before you post. So before you hit the publish button, consider how your posts might be received or interpreted.

- Let me share you one recent example from our family, but before I do, let me think for a moment since my wife is here in the audience. Lisa, where are you? Okay I think I’m good. So, last night I asked my wife to trim my hair in the back, when my daughter jumped in a said, “I can do it.” I’ve had the experience of having my daughter cut my hair before, but she said this time would be fine. All I asked her to do was to make sure the back line was straight, so when I felt the trimmer father up on my head, I knew that something was wrong. Somehow she misunderstood the instructions, so as you can see I now have a nice little blank spot on the back of my head. This story will surely go into our family lore and will be joked about in the future. Isn’t family life great? There are stories all around us.

- Whatever online tools you choose, don’t forget to include Fulbright’s sample disclaimer that the views and information presented are YOUR OWN and do not represent the Fulbright Program or the Department of State. And that’s all I’m going to say about that.

Next slide
Personal web site builders are excellent tools for telling your Fulbright story with text, images, and other media, including video.

- Two options for creating personal website that I recommend are Weebly (https://www.weebly.com) and Wix (https://www.wix.com). What’s nice about Weebly and Wix is that they both offer a drag and drop interface that is super easy to use. And Wix has dozens of ready-made templates to make it even easier. You may not have heard of Weebly, but you’ve probably seen ads for Wix on TV and the Web.

- Google Sites is my preferred web site building platform because it’s part of your free Google account; and you can literally set up your website in 10 minutes. How many of you have Gmail as your preferred email client? Like you, I use Gmail, and in one afternoon I created a web site called “Into the WOODS,” that tells my family’s story about two outdoor adventures.

[Click on Into the Woods]

Nowadays, you don’t need to know how to code to create a personal blog or a website. All it requires is a little content management. And there are lots of video tutorials on the web to help get you started.

SEGUE... While blogs and personal websites are platforms that most of you are familiar with, let me introduce a platform that is probably new to most you. Next slide
Stellar is a free storytelling app that lets you tell a story through pictures and text, so it’s very basic. [Click on example. Of Nader Eshghipour’s Immigration Story at https://steller.co/s/9JA6AnSHDTM?page=1].

- I like Stellar because it’s like 7-Up, crisp and clean with no caffeine. In other words, it’s, simple, easy to use, and doesn’t have a lot of other stuff to distract from telling the story.
- It reads like a book, and you can set the story to Autoplay or let readers click through the pages.
- You can create pages with text only, pages with image only, or combine image and text.
- Readers can easily follow and like your story, share via social media apps, or add comments.

In my opinion, Stellar really is a stellar way to tell your story online.

Next Slide
Vlogging Platforms. Now for those of you who like to create and share video, I recommend two platforms that are popular but very different from each other. Those platforms are YouTube and Vimeo.

**YouTube**, of course, is the most popular vlogging tool, and it’s really taken on a life of its own.

**Vimeo** is an alternative platform used more often by professionals. It has no outside ads, a friendlier audience, more freedom with video length and size; and YOU control related video content. Whereas with YouTube, related videos are generated FOR you by YouTube.

SAMPLE: I’d like to show you a brief video clip from YouTube. The video is called **Laowai Style** and was created by Jesse Appell, who was living in Beijing and preparing for his Fulbright. Laowai is one of several Chinese words that translates as “foreigner,” so Laowai Style depicts the daily life of a foreigner in China, but the video is a parody Korean rapper PSY’s “Gangnam Style” videos. Hence the title Laowai Style.

[Show 30 seconds of video]

To date: Jesse’s video has over 70,000 views on YouTube and over 1 million views on Youku, which is China’s most popular video hosting website).

Next slide
Press, Media, & Public Forums

Beyond online tools, you might have the opportunity to tell your Fulbright story in any number of public forums. You might be invited to write an article for a departmental newsletter or a local newspaper, or you might even be invited to talk about your experience abroad with school kids or other groups, which has been the case for both my wife and I.

Next slide
Newsletter and Public Talks

You can see here two samples of articles, written by KU students, for the newsletter of the Center for Russian, East European, and Eurasian Studies. Robert Jameson wrote a feature article about Czech computer programming during the Soviet period, and Ruth Remmers wrote about her Fulbright year spent in the Altai Republic of Siberia. Ruth and her husband also gave a public talk about their experience.

These kinds of opportunities can be a lot of fun and open up the world to new audiences. You never know whom you will inspire to explore the possibilities that Fulbright offers. So think about what stories you want to take with you and what stories you want to bring back.

One important thing to remember is to generate lots of content. Write in a diary, take lots of photos and maybe even some videos. While you can share your story in real time using social media apps or other tools, you may want to create something more polished and permanent when you return.

And I’ll let Bob show you an example of what he and his team have done with various online tools. Back to you Bob.

Next slide
Keep It! act locally, reach globally
http://www.keepitcampaign.com
We’d be happy to answer any questions that you might have.