



**CALL FOR
APPLICATIONS**

You are interested in strengthening your social media writing skills by learning and developing your own social media strategy?

The Department of 'Intercultural Interaction' of the University of Göttingen in collaboration with the Centre for Academic Writing and Communication at the University of Tartu and the Ghent University Writing Mentor Programme present the teaching and learning project:

ENLIGHT Challenges go Social Media

In this intercultural virtual exchange project with 25 students (BA., MA., PhD.) from three different universities and study programmes, you can develop and strengthen your social media writing skills and your intercultural competence by working collaboratively on one of the [ENLIGHT](#) challenges¹, by posting actively on social media and becoming a globally engaged citizen in critical thinking. You will gain theoretical and practical knowledge on developing a social media strategy and you will learn how to create interesting headlines and attributes that make a publication go viral. In this challenge-based intercultural learning environment you will choose collaboratively one challenge, narrow it down to a smaller topic, do research and come up with a solution. In the next step, you will develop a social media strategy for raising awareness, create a new professional social media account (e. g. Instagram) and by putting into practice the theoretical knowledge, you will promote the solution you have come up with. In the meantime, you will take part in virtual workshops on various topics, such as intercultural teamwork, constructive feedback, writing and creating social media posts as well as the online learning platform. In small intercultural working groups, you can bring to the project your perspective and enable therefore a broad interdisciplinary discussion.

The project offers you the opportunity to engage in an intercultural learning experience, to be active in your own research project, to write and plan collaboratively and to gain authentic readers. By participating in the project and submitting a portfolio you can earn 4 ECTS Credits in the key competencies². Apply now by sending an e-mail with a short description of you and your motivation for participating in this project at: lefkothea.sinjari@uni-goettingen.de.

Project duration: 1.04.2022 - 11.05.2022

Application deadline: 22.03.2022

¹ 'Health and well-being', 'Digital revolution and Impact of digitalization', 'Climate change', 'energy and circular economy', 'Equity'.

² For all graduates of the Social Media Practice certificate: The regular participation in the project and submission of the portfolio can be counted as equivalent for the module SK.IKG-ISL.58 Writing in Social Media.

Project schedule

1.04.2022

3 pm - 5.30 pm*

Kick-off workshop: ENLIGHT-Project presentation, cross-cultural get together.

6.04.2022

4.30 pm - 7.30 pm

Enlight Challenges: Getting to know the Enlight Challenges, form working groups, choosing the challenge.

13.04.2022

4.30 pm - 7.30 pm

Social Media Strategy: Literature research, theory and facts about social media, social media strategy, developing a suitable strategy for the chosen challenge.

20.04.2022

4.30 pm - 7.30 pm

Social Media Writing: Writing for social media, analysing, reflecting and integrating your own writing style while creating social media posts.

27.04.2022

4.30 pm - 7.30 pm

Apps & Tools for Social Media posts: Getting to know applications and tools for creating social media posts, social media platforms and their differences.

04.05.2022

4.30 pm - 7.30 pm

Criticism and hate speech: Dealing with criticism and hate speech.

11.05.2022

4.30 pm - 7.30 pm

Final workshop: Presentation of the results, project evaluation, virtual ceremony of certificates.

*Germany time zone. Central European Time (GMT+2).

*Self-scheduled teamwork and writing consultations in between the listed workshop sessions.