

THE FULBRIGHT PROGRAM

# PRE-DEPARTURE ORIENTATION

WASHINGTON, DC



TELLING YOUR FULBRIGHT  
STORY

# Welcome!

- The mission of the Fulbright Program is to increase mutual understanding by facilitating people-to-people exchanges
- The Fulbright Program is celebrating its 70th anniversary in 2016
- Modern technology makes it easier than ever to meet the Fulbright mission
- Sharing your personal experiences is an important part of your Fulbright grant
- But how will you tell your Fulbright story?

**HELLO**

MY NAME IS

*#Fulbright*

*ETA*

*Scholar*

Student

Researcher

Artist

Digital Storytelling Fellow

Lecturer

Fulbright-Clinton Public Policy Fellow

# Why is Storytelling Important?

- Help inspire future Fulbright applicants
- Help dispel myths about Americans in your host communities
- Demonstrate the impact the Fulbright Program has around the world





# STORYTELLING TRAINING COURSE

- This program will focus on foundational storytelling skills:
  - Photography
  - Video
  - Social Media
  - Press & Public Relations
  - Public Speaking



# The Fulbright Source

Your Name\*

Your Email\*

Your Program\*

Choose Program Type ▼

Caption This Photo\*

Please provide a descriptive caption for your photo—the where, who, what and why: "John Doe and Mary Smith leading an art workshop for Buenos Aires youth."

Additional Details

Add hashtags or other notes on your photo: "Friends for the bus ride and beyond! #argentina #arts #youth #muralarts"

[See our guidelines for helpful tips](#)

Taken When?

Taken Where?

Include country, region, and city. Please be specific!

- **Fulbright's new Digital Asset Management System**
- **Upload pictures and videos:**  
**[fulbright.netx.net/uploads](https://fulbright.netx.net/uploads)**
- **Don't forget to tag! Use as much detail as possible in your captions!**

# FOLLOW US ON SOCIAL MEDIA











Search for people, places and things



The Fulbright Program

Home



21k



60

THIS WEEK

1,126  
Page Likes

71,143  
Post Reach

13  
Website Clicks

Recent

2015

2014

2013

2012

2011

2010

1963

1952

1948



**The Fulbright Program**  
Government Organization

Timeline

About

Photos

Likes

More

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...

233k likes +1,126 this week

71,143 post reach this week

View Pages Feed  
See posts from other Pages



**Boost Your Page for \$10**  
Reach even more people in United States

Boost Page

ABOUT



Status Photo / Video Offer, Event +



Write something...



**The Fulbright Program**

Published by BJ McDuffie (?) · 7 hrs ·

"My time in Chile taught me that mundane interactions are the heart of building foreign relations."

#Fulbright alumnus and marine biologist Christopher McDuffie shares his experience as a Fulbright Student Researcher in Chile.

Comisión Fulbright Chile Comisión Fulbright Chile

A Marine Biologist

**Follow  
our  
Facebook**

**Post a comment**

The deadline for the  
Fulbright U.S. Student Program  
is October 13th!



The Fulbright  
U.S. Student Program  
Deadline is  
October 13th!



**Follow  
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Instagram!**



**#Fulbright**

**@the\_fulbright\_program**



# #Fulbright

## @FulbrightPrgrm

### Tweet to Us



**Start a Discussion!**


**Join our  
LinkedIn  
Group(s)**

The screenshot shows the LinkedIn interface for the 'The Fulbright Program - Official Group'. At the top, there's a search bar and a navigation menu. The group's header includes the Fulbright logo, the group name 'The Fulbright Program - Official Group', and the member count '35,365 members'. Below the header, there's a section for starting a conversation with a group member, followed by a post by Bryan T. Fitzgerald, a Business Development Specialist at ETF Global. The post is titled 'Your Daily ETF Global Perspectives: A Large Cap World' and discusses the S&P 500's performance. On the right side, there's a section titled 'ABOUT THIS GROUP' with a description of the group's purpose and a 'Show less' link. Below that, there's a 'MEMBERS' section showing a row of member avatars and a '35,365 members' count, with an 'Invite others' button at the bottom.

**in** Search for people, jobs, companies, and more... Advanced


**FULBRIGHT** The Fulbright Program - Official Group  
35,365 members

Member

 Start a conversation with your group

Enter a conversation title...

[Conversations](#) [Jobs](#)

 **Bryan T. Fitzgerald** ... 1d  
Business Development Specialist at ETF Global

**Your Daily ETF Global Perspectives: A Large Cap World**

To start this month, the S&P 500 recorded four consecutive +/- 1% days for the first time since August as investors returned from a long holiday weekend only to find their long dollar positions in jeopardy. News that Mario Draghi and the ECB...


**ETFGlobal** A Large Cap World  
To start this month, the S&P 500 recorded four consecutive +/- 1% days for the first time since August as investors returned from a lo...

**ABOUT THIS GROUP**

Becoming a Fulbrighter means entering into a diverse community of accomplished individuals. There are many ways to stay involved, including reaching out to home communities, participating in Fulbright alumni associations, networking with other Fulbrighters and recruiting new applicants. Stay connected with the Fulbright community via this LinkedIn group for career development, new grant opportunities, travel advice, or post-grant activities. **Show less**

[Group rules](#)

**MEMBERS** 35,365 members



[Invite others](#)





Fulbright Student Program Blog  
For U.S. and Foreign Fulbrighters  
Sharing Stories, Testimonials and Tips



A Program of the U.S. Department of State

## CATEGORY ARCHIVES: U.S. FULBRIGHT

December 3, 2015

### Surrounded by Extraordinary People

By Jonathan Rabb, 2012-2013, Germany



Jonathan Rabb, 2012-2013, Germany, hiking in Marburg

"If you surround yourself with people who are smarter than you, there is no telling how far you will go." That is what Reiner Rohr, the Deputy Director of the [German Fulbright Commission](#), told me and a small group of bright-eyed Fulbrighters upon our arrival in country. This just so happens to be some of the most important advice I have ever gotten, and it helped me utilize every single moment of my grant to the fullest.

My name is Jonathan Rabb and I was one of seven journalists awarded [Fulbright's Beginning Professional Journalists grants to Germany](#) for the

2012-2013 academic year. This grant was created in 1996 to allow a select group of promising U.S. journalists to come to Germany to conduct research, improve their craft, and complete residencies at German media and news outlets. For my particular grant, I did multiple residencies in digital audience development and transmedia, including one at [UFA LAB](#), a one-of-a-kind digital creative lab owned by the oldest and largest production company in Germany. At UFA LAB, I worked on developing new formats for online television and did on-air coverage in both German and English for "[eNtR berlin](#)," a YouTube

## FOLLOW US HERE



### Tweets

Follow

[Fulbright Programs](#) [@FulbrightPrgrm](#) 1h  
#Fulbright Program Advisers from 12 U.S. colleges and universities attended development initiative @IIEglobal.  
[pic.twitter.com/zPmCPGeRog](http://pic.twitter.com/zPmCPGeRog)



Expand

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Fulbright Sp...  
delivers pr...  
health in...  
[pic.twitter.com/zPmCPGeRog](http://pic.twitter.com/zPmCPGeRog)

Write  
a Blog

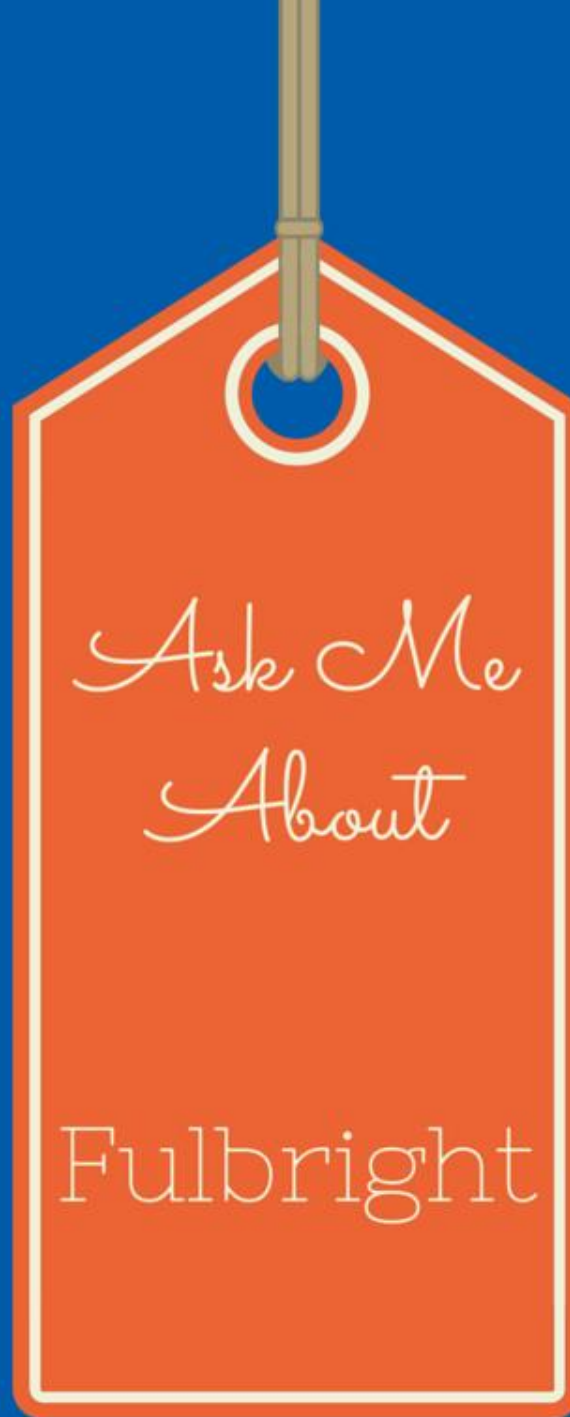
SHARE YOUR STORY!

# The Digital World

- **If you decide on a public social media presence, please review the guidance included in your packet. The guidance applies to blogs and other platforms (e.g., public Twitter accounts and Facebook pages, etc.)**
- **Remember safety online:**
  - **Do not publicly share regular routes or addresses. Post where you have been, not where you are or where you are going**
  - **Change passwords periodically; check security settings. To whom are you posting?**
  - **Ask permission from others before posting pictures or video featuring them**

Add #Fulbright to  
your social media  
'bios' and 'about'  
sections

Give Fulbright a  
mention if asked  
about your work  
in-country



Include your  
Fulbright Badges  
on your LinkedIn  
page



# How to Stay Involved Post-Fulbright

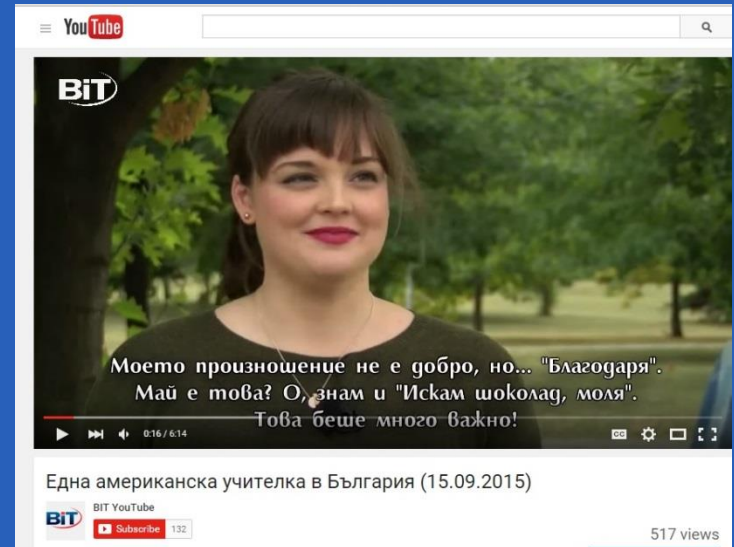
- **Apply to become an Alumni Ambassador**
- **Email us if you publish anything or celebrate a career milestone**
- **Share your Fulbright experience with people in your community or workplace**
- **Join the [Alumni.State.Gov](https://alumni.state.gov) community or local Fulbright Association chapter**





# How Can We Help?

- Do you have great photos or videos?
- Did you do an interview with local media?
- Want to share your experiences with a wider audience?
- Send us questions anytime at [fulbright@state.gov](mailto:fulbright@state.gov)!





Questions?