2011 Common Activity
Everyday Ambassadors

What is the Common Activity?
A social media campaign challenging people to live as Everyday Ambassadors. This campaign embraces the power of the internet, word of mouth, and photography to spread this message around the world.

What is the Message we are trying to spread?
An Everyday Ambassador is anyone and everyone who looks beyond the boundaries of their country/region and recognizes and appreciates the diversities of the other cultures and peoples of the world. An Everyday Ambassador also has great pride in their ethnic and national background and shares aspects of their culture with others. They keep an open mind to new ways of thinking and connect with people near and far. They are not just citizens of our own countries, but also citizens of the world.

Why is important to be Everyday Ambassadors?
Now, more than ever, people are constantly immigrating and emigrating from continent to continent, from country to country, and from community to community. The high frequency of human integration provides countless opportunities to interact with others of different backgrounds. Everyday Ambassadors have a global perspective that can allow us to embrace other people and cultures.

The Objectives

- To challenge people to live as Everyday Ambassadors. Please spread the word! Participants do not have to be BC members; they can be family, friends, business associates, or anyone who wants to join!
- To collect and display photographs of people all over the world sharing the Everyday Ambassador message through creative visuals and post them on Facebook.
- To promote dialogue about the importance of global citizenship and cross-cultural friendships
How can you start?

As BC leaders, we must help to bring people together and support this common activity. Everyday Ambassadors is an activity to bring people together and learn about other peoples cultures. To do this you could run an event for your BC. Maybe have a beach party and then post a photo of you all laying down with the words Everyday Ambassador written in the sand, or host an International “pot luck” party and take a photo with your countries flag in the background. Have fun with your events, but remember to share your culture with people and post photos of you doing it to the Facebook site.
**Photo Info**
One of the main components of this campaign is the photography that will be collected on our wall. Please read below for suggestions on how to capture wonderful and fun photographs as well guidelines for posting them.

**What are we looking for?**
We encourage you to be creative and original with this project. Here are some suggestions for possible photographs that you can take and share with us.
- Utilize the downloadable graphics in the Everyday Ambassador Toolkit to print out or design your own signs. These can be used in candid or posed photos of people in your country.
- Every country has a flag that they can identify with. Take photos with your flag at different places that showcases your country/region’s beauty.
- Step outside the box by writing our motto on different materials and taking a photo of it. For example, you can paint a mural, carve our motto in wood, draw pictures in the sand, create a human word, or write Everyday Ambassadors with icing on a cake. Have fun with this!

**Guidelines:**
- When posting, please include a short description such as the country that the photo is taken in, an interesting fact about the place, and what’s happening.
- Please do not post inappropriate content on our Facebook wall.
- If there are people in the photographs who do not know about the Everyday Ambassador Campaign, great! Tell them about our objectives, ask them if you may post a photo of them, and have them tag themselves in the photo.
- Please post photos in moderation so everyone can have a chance to share.

**Monthly Themes:**
Every month, we’ll post a theme that you can base your photos on. However, you are always welcomed to post photographs of any subject, whenever you wish.

The monthly themes are:
- Oct – Nature
- Nov – Water
- Dec – Festivals
- Jan – Sand
- Feb – Peace
- March – Dance
- April – Friendship
- May – Culture
- June – Fun
- July – Travel

**If you don’t have Facebook but still want to participate**
If you or your country can not or does not want to use Facebook then please send your photos to; everydayambassadors@gmail.com and we will upload them on your behalf.
Tools to help you succeed

Facebook Wall – The wall will be used to display photos from people across the globe sharing the Everyday Ambassador message.

Downloadable Graphics – We have developed downloadable signs and graphics that can be printed out and used to take photos with. Feel free to make your own promotional materials with the graphics too. These materials are downloadable on the Facebook page.

Reference Guide – This document can be referred to when talking with others about the Everyday Ambassador campaign.

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Everyday Ambassadors
Reference Guide

Feel free to use this document as a reference when talking to others about the 'Everyday Ambassadors’ message. There are also sample topics and questions that can be used when learning from others and sharing your own thoughts.

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Sample Questions

• What is your nationality?
• What is your ethnicity?
• What are some of your cultural traditions?
• What do you like most about your country?
• Where in the world would you like to travel?
• What ethnic foods do you like to eat?
• What are your hopes and dreams for the future?
• Who inspires you?

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Reporting
The beauty of this common activity is that there are no lengthy reports to write! We can see who is active and who isn’t! So make sure your country is well represented on the Everyday Ambassadors Facebook by promoting that your friends “like” the page now at; http://www.facebook.com/EverydayAmbassadors