Communication Practices & Suggestions Über den Tellerrand

A comprehensive guide to communication, networking, and community outreach across satellites.

ÜBERDENTELLERRAND

Table of Contents

This document is structured by topic to offer **guidance** and **suggestions** regarding communication methods and platforms used by Über den Tellerrand

ÜBERDENTELLERRAND

PURPOSE

This document offers **suggestions and guidelines** for staffers at Über den Tellerrand on how to effectively communicate with other staff members, volunteers, SAFIRs, participants, and satellites. The goal is to **enhance communication** across various satellites in a way that increases **one-on-one connectivity**, fosters **network engagement**, and **minimizes confusion**.

WHAT WE DO

At Über den Tellerrand, we create spaces in which people from different cultures can meet and get to know each other **without prejudice** based on common interests. We have a wide range of meeting and mentoring programs as well as cookbooks and cooking courses.

WHY WE DO IT

We want to live in a society that is determined by social cohesion, mutual respect, and openness to diversity. That is why we advocate everyday interaction between people of different origins on an **equal footing**. We give impulses and spread our vision of an open and tolerant society in order to shape intercultural coexistence in Germany and Europe in the long term.

HOW WE DO IT

We create spaces that enable encounter and exchange on an equal footing and promote friendships between people with and without a refugee experience. In culinary, creative and sporting activities, people from the most diverse cultures meet, get to know each other without prejudice and break down prejudices. By building a sustainable, global network, we promote an **open and tolerant society**.

INGREDIENTS OF STRONG COMMUNICATION

The story of Über den Tellerrand is structured around cooking which creates a sense of **unity** and fosters an **open community**. Our mission of **extending beyond the plate** is using cooking to create an atmosphere which fosters dialogue with the mission of **eliminating prejudice.**

In order to achieve our mission, we need effective communication methods between our staff, participants, and volunteers. All ingredients of a cake combine together to form a delicious dessert 🍰. Similarly, the following **three ingredients of communication** combine to maintain a strong communication structure within our organization:

Fostering One-on-One Connections: Communication strategies are used to foster **spontaneous** and **one-on-one communication**.

Motivating Others to Collaborate: Communication strategies create **opportunities**, **relationships**, and **environments** that make individuals want to collaborate across all satellites.

FOSTERING ONE-ON-ONE CONNECTIONS

MOTIVATING OTHERS TO COLLABORATE

CREATING SPACES FOR FEEDBACK

Creating Spaces for Feedback: Spaces are created for individuals to express **anonymous feedback** to refine our communication strategies and allow people from all walks of life to be heard.

FOSTERING ONE-ON-ONE CONNECTIONS

One-on-one connection is a key component of **interpersonal communication**. We define interpersonal communication as **verbal, written, listening,** and **non-verbal** communication between two or more people to express information, ideas, or feelings.

One-on-one connection is an important element of communication at Über den Tellerrand which brings our community closer together. By **forming connections with others**, we as a community understand each other and our personal stories. By establishing one-on-one connections, the network of Über den Tellerrand becomes **more unified** and creates **stronger relationships** throughout the organization.

In the upcoming chapters, we will explore different ways to foster one-on-one connections through the use of various online communication tools and strategies. By adopting the strategies suggested in this document, we will all make "**fostering one-on-one connections**" a common practice.
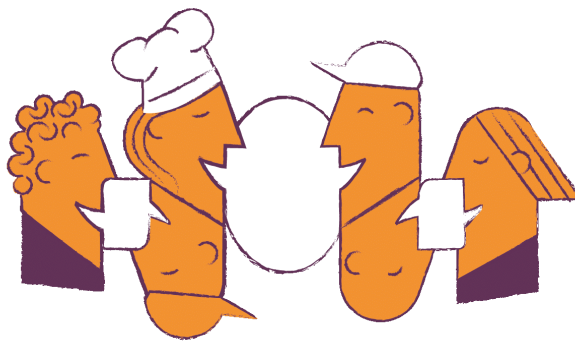
MOTIVATING OTHERS TO COLLABORATE

At Über den Tellerrand, our entire satellite network works together as **one team**. To strengthen our team connection, we would like to **foster motivation** across the network by encouraging more **frequent participation** in opportunities to **connect across satellites**.

With the online transition of events, maintaining motivation levels can be challenging. Encouragement across the network is needed now more than ever. If everyone in the network makes an effort to **motivate others to collaborate** more in discussions or events, collectively we can **develop stronger connections**, and be better equipped to achieve our mission. Fostering that motivation and engagement can be as simple as using emojis in online messaging, or something more specific like posting motivational content on social media.

By adopting the communication strategies outlined in this document, we will all make the "**motivating others to collaborate**" ingredient a common practice in our day to day routines.

ÜBERDENTELLERRAND

CREATING SPACES FOR FEEDBACK

Feedback is very important at Über den Tellerrand. As we continue adapting to communication amidst the pandemic, we would like to implement a **continuous feedback mechanism** that is anonymous. In addition to the yearly surveys, we would like to look further into what our staff, volunteers, and participants think about our events and organization as a whole. Using this feedback, we can better assess our communication and event structure to tailor them towards our community.

The questions below are example questions that can be used. It is suggested that the questionnaire should be reviewed weekly.

Suggested Questions:
1. What is your role at Über den Tellerrand? (staff, volunteer, or participant)
2. What satellite are you from?
3. What comment, suggestions or other feedback do you have in regards to communication for your satellite?
4. What comment, suggestions or other feedback do you have in regards to communication with other satellites?
5. What comment, suggestions or other feedback do you have in regards to volunteer engagement?
6. What comment, suggestions or other feedback do you have in regards to participant engagement?
7. Please provide any other comments, suggestions, or other feedback in regards to your experience with Über den Tellerrand?

You may also reach us at the following email at any time for any comments, suggestions, or concerns: **satelliten@ueberdentellerrand.org**

By adopting a **continuous feedback mechanism**, we will all make the feedback a common practice in our day to day routines.

TOOLS FOR ONLINE COMMUNICATION

At Über den Tellerrand, there is a clear **purpose** and **strategy** behind each online communication tool used to communicate with staff, volunteers, and participants. The main tools are **Slack**, **WhatsApp**, **Zoom**, and **Kumospace**.

Slack

Slack is an **instant-messaging app** that is used to communicate between staff members and other satellites at Über den Tellerrand. Slack offers the ability to message someone privately or message an entire group. Groups can be broken down into different channels to keep information organized.

WhatsApp

WhatsApp is an **instant-messaging app** that is mostly used to communicate with volunteers at Über den Tellerrand. WhatsApp offers the ability to message someone privately or message an entire group. WhatsApp also allows users to start voice and video calls, as well as send audio recorded messages.

Zoom

Zoom is an online platform that provides **virtual meeting spaces**. Zoom offers the ability to share audio and video, as well as communicate through chat. Zoom is used to host online meetings between staff members at Über den Tellerrand, as well as host online events with participants.

Kumospace

Kumospace is an online platform that provides **virtual meeting spaces**. In Kumospace, users can move around different rooms to mimic in-person engagements in real spaces. Kumospace can be used to host informal gatherings such as coffee breaks, meetings, and events.

BENEFITS & LIMITATIONS OF ONLINE PLATFORMS

The tables below outline the capabilities of the main communication platforms used at Über den Tellerrand to compare use. The tables are organized into "**Messaging**" and "**Video Calls**" to compare features across all platforms.

MESSAGING				
Feature	**Slack**	**WhatsApp**	**Zoom**	**Kumospace**
Private Messaging	✅	✅	✅	✅
Channels	✅			
Group Chat	✅	✅		
Emojis	✅	✅	✅**	✅**
File Sharing	✅	✅	✅	
Pinning Messages	✅			
Starring Messages	✅	✅		
Message Reactions	✅			
Integrations	✅		✅	
Polling	✅ (integration)		✅	

**supports emojis from phone keyboard

BENEFITS & LIMITATIONS OF ONLINE PLATFORMS

VIDEO CALLS				
Feature	**Slack**	**WhatsApp**	**Zoom**	**Kumospace**
One-on-One Video Calls	✅	✅	✅	✅
Multi-Person Video Calls	✅ (with paid version)	✅ (up to 8 people)	✅ (up to 100 people)	✅ (up to 240 people; 30 per room)
Individual Video-Chat Rooms			✅ (up to 50 rooms)	✅ (up to 8 rooms)
Spatial Audio				✅
Mobility around Rooms			✅	✅
Screen-sharing	✅ (with paid version)		✅	✅
Broadcasting				✅
Video Recording			✅	
Pinning Video			✅	✅
Video Reactions			✅	
Host			✅	✅
# of Co-Hosts			✅ (no limit)	✅ (no limit)

FEATURES OF ONLINE PLATFORMS

This section goes into further detail on the features for each platform and how to best use them. We provide information on how to 1) find information, 2) share information, 3) reduce notifications, 4) develop interpersonal connections, and 5) promote engagement.

Slack

Finding Information

- ❏ **Pinning** important messages that staff refer back to such as announcements, meetings, etc. is used to easily find information.
    - ❏ Staff can also **save** messages they may need to locate in the future.
- ❏ **Starring** channels that you regularly use to bring them to the top of the channels section on the sidebar.
- ❏ Use the "**Remind me about this**" feature for individual messages you want to go back to in the future. This feature is found on the upper right-hand side of a message under "More actions." There are 6 options including 20 minutes, 1 hour, 3 hours, tomorrow, next week, and custom where you can set a different amount of time.
- ❏ Enable the "**All unreads**" sidebar setting by going to "Preferences" and then "Sidebar." You will be able to see all unread messages here from all channels. This setting minimizes time spent searching for messages.

Sharing Information

- ❏ **Linking files** from Google Drive is a more secure way to share documents with other staff members.

Reducing Notifications

- ❏ Enable the "**Notify me about direct messages, mentions, and keywords**" setting by going to "Preferences" and then "Notifications." This setting reduces the number of notifications you receive and only notifies you when you receive a direct message, someone mentions your name, or when someone sends a message with a keyword you have set in your settings. Keywords can be set under "Notifications."

❏ Set a **notification schedule** by going to "Preferences" and then "Notifications." You can choose when you would like to receive notifications. The three options are every day, weekdays, or custom where you can set your own schedule.

Developing Interpersonal Connections

❏ **Direct messaging** is used for more personal, **one-on-one** communication between staff members.

❏ Use **emojis** to add a personal touch to your messages. 😊

❏ Use **reactions** on messages to express your personal thoughts.

Promoting Engagement

❏ Try using the Simple Poll integration or the Polly integration to encourage staff members to participate in discussions and share their personal insights. Use emojis to add a fun, light-hearted element to each question and/or answer choice.

❏ Example Polls:
1. How is everyone feeling today?
   a. Great! 😊
   b. Okay. 😐
   c. Not good. 🙁
2. What is your favorite fruit?
   a. Apple. 🍎
   b. Banana. 🍌
   c. Orange. 🍊

❏ Try integrating game apps such as Trivia, which offers a variety of games including fun quizzes, word puzzles, word searches, this or that, and pictionary.

WhatsApp

Finding Information

❏ Use the "**Chat Search**" feature under "Group Info" in a chat to locate specific messages.

❏ **Starring** messages allows you to bookmark important information (only you can access your starred messages). Access starred messages under "Starred Messages" in the settings tab.

❏ All **media, links, and documents** shared in a chat can be found under "Group Info."

❏ Use the "**Add Group Description**" feature under "Group Info" to decrease confusion when deciding which chat to look to find specific information.

- ❏ Use the "**Search**" feature under the "Chats" tab to find a particular chat.

Sharing Information
- ❏ **Media, links, and documents** can be shared in chats.
- ❏ Try to not share secure information in WhatsApp chats.
- ❏ Use the "**Save to Camera Roll**" feature under "Group Info" in a chat to enable or disable images sent in a chat being saved directly to your camera roll.

Reducing Notifications
- ❏ Use the "**Mute**" feature under "Group Info" to mute notifications for certain chats.

Developing Interpersonal Connections
- ❏ **Private messaging** is used for more personal, one-on-one communication with volunteers and participants.
- ❏ Use the "**Voice Record**" feature in chats for more personal communication with volunteers and participants.
- ❏ Use **voice** or **video** calls for even more personal engagement with volunteers and participants.
- ❏ Use **emojis** to add a personal touch to your messages. 😊

Promoting Engagement
- ❏ Focus on **engaging** personally with newer volunteers and participants.
- ❏ Focus on **engaging** personally with volunteers and participants who are non-native German speakers.
- ❏ Focus on **engaging** personally with volunteers and participants who do not engage as much as others in chats.
- ❏ Use a friendly profile picture with a big smile! 😁
- ❏ Use colorful and engaging group profile pictures for chats, which can be changed under "Group Info."
- ❏ Try posting **Stories** under the "Status" tab to add a personal touch.

Zoom

Sharing Information
- ❏ Add Zoom meetings to **shared calendars** so everyone is aware of when there is a new call scheduled.
- ❏ **Screen sharing** is used to communicate material in an easier manner to further emphasize the information.

- ❏ When screen sharing **videos,** the "share computer sound" box in the bottom right of the share window must be checked to enable those on the call to hear the audio from the video (It is always off by default).
- ❏ The **recording feature** is used to record meetings and the **live transcript feature** is used to provide a transcript of what was said at each meeting for notes.
- ❏ Allow everyone on the call to send and **share files** located on their computer through Zoom by having the host enable file transfer settings by logging in to their Zoom profile using a web browser

Developing Interpersonal Connections

- ❏ **Direct messaging** is used for more personal, one-on-one communication.
- ❏ Use **emojis** to add a personal touch to your messages. 😊
- ❏ Use **reactions** to express your personal thoughts.

Promoting Engagement

- ❏ **Breakout rooms** are used to have more individual conversations.
  - ❏ When setting up breakout rooms, click the option titled "**Let participants choose room**" to give the participants the ability to select their own breakout room.
  - ❏ The host can **name** each room according to what it is going to be used for.
- ❏ The **chat** is utilized to converse when discussions are taking place. It is also a helpful place to send links when you want everyone to access the same information.
- ❏ **Reactions** can be used to show an understanding of topics, approval of the discussion, and add enthusiasm to the conversation.
- ❏ **Polls** can be used to add a fun element to a meeting or to ask an anonymous question.
- ❏ When screen sharing, **annotation tools** like **text, draw,** and **stamp** are used to demonstrate ideas to the entire call in a more collaborative manner.

Kumospace

Sharing Information

- ❏ When planning events, hosts can use the **share screen** feature which lets everyone in that space see the edits or changes being made.
- ❏ Event planners can also use **Miro** through the share screen feature so everyone is on the same page when events are being planned, offering the chance for changes to be made in real time.

❏ Combining **Miro and Kumospace** eliminates unnecessary confusion among staffers, as well as unnecessary back and forth where a lapse in communication and understanding can occur. The **chat function** helps people connect more privately or share information with the entire group easily.

Developing Interpersonal Connections

❏ Kumospace offers a fun, easy way to shift from a typical video conference.
❏ Offers users the **chance to move around a virtual room, have individual conversations,** and **network** with other people in the room.
❏ Provides the opportunity to engage in spontaneous conversation with other guests with its spatial audio feature.

Promoting Engagement

❏ Allows users to customize the space based on the **mood of an event**. Choosing the best environment offers fun interactions that guests can explore. Hosts have the opportunity to create multiple rooms guests can explore through virtual walkways.

    ❏ Different spaces to choose from:

Living Room	Office
Local Bar	Rooftop Bar
Student Center	Center Stage
The Speakeasy	Disco Diner
World Cafe	Many More!

❏ Guests can explore the various rooms in their space, helping **mimic in-person interactions and connections**.
❏ Follow this guide (shown below), where Kumospace space makes spontaneous conversation, networking, and connection much easier:

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Professional

Team Building

Remote Work and Collaboration

Onboarding and Training

Recruiting and Interviews

Company Meetings and Workshops

Social

Virtual Games

Family Reunions and Holidays

Parties and Celebrations

Dating

Hanging with Friends

Securing/Moderating Your Space

❏ Event hosts/co-hosts can use the **broadcast feature** to make themselves heard by everyone regardless of which room they're in.
   ❏ Presenters can use this feature to **help draw attention** to their presentation especially when guests are in other rooms.
❏ Event space creators can **restrict access** to people within their company or organization.
❏ Hosts have the **ability to remove anyone** from their space who shouldn't be there or causing any type of disruption.
❏ **Video and audio are encrypted** to ensure privacy and security of events.
❏ Kumospace **does not record/store** any video or audio of its users.

COMMUNICATION IN OUR NETWORK

Our network is large and growing. To foster communication between different people within our network, this chapter separates communication practices into 4 sections. The first outlines **communication with Berlin staff & satellites**; the second outlines **communication with volunteers/SAFIRs**; the third outlines communication with **participants**; the last section provides **suggestions for social media**.

COMMUNICATION WITH BERLIN STAFF & SATELLITES

Über den Tellerrand's Berlin staff strive to **promote openness** and the desire to forge effective plans for the future. Everyone can have a say; every opinion is important to us and is heard. We are convinced of what we do and approach our work with a lot of joy and energy. To promote better collaboration, we recommend satellites connect with the Berlin Network Team at least **twice a month**. With that we can assess the condition of each satellite and offer assistance if/when needed.

With community and connection as a foundation of Über den Tellerrand, we encourage satellites to participate in **co-hosted events** with other satellites using either **Kumospace** or **Zoom**. This will promote networking and engagement among staffers, participants and volunteers as well as a deeper connection among the various satellites in the Über den Tellerrand community where new friends and connections are made. In order to organize events across satellites, there needs to be clear, simple, and effective communication strategies between staff; we encourage you to follow guidelines below outlining communication between staff.

Communication between staff across satellites takes place via **Slack**, **Email**, **Zoom**, **Kumospace**, **Miro**, and **Google Drive**.

To engage more **one-on-one** and **spontaneously** with your colleagues, it is best to communicate in the following methods:
- ❏ Slack Private Messaging
- ❏ WhatsApp Messaging **(include documents with WhatsApp numbers and information including role, hobbies, etc.)**
- ❏ Kumospace Video Chat

MESSAGES
Slack is used on a day-to-day basis and email is used on an as-needed basis.

Slack
The **main** instant messaging communication tool between Berlin staff and other satellites. Slack is used to:
- ❏ Share events, Google Drive files, other information
- ❏ Discuss topics
- ❏ Ask questions

Channels are divided by topic (i.e. events, mobile kitchen, coffee break, etc.):
- ❏ Uses mostly formal language during discussion
- ❏ Uses informal language in direct messages and the coffee break channel
- ❏ Uses emojis to:
    - ❖ Create a **friendly** atmosphere 😊
    - ❖ Break down language barriers
    - ❖ Provide emotional context behind messages

Email
An additional messaging tool to send more **sensitive information** as well as to **reiterate topics** discussed in Slack.

MEETINGS
Meetings between Berlin's staff are held on a weekly basis and discuss:
- ❏ How everyone is feeling
- ❏ Current projects

- ❏ Problems and solutions
- ❏ Questions

Meetings between coordinators of the 8 largest satellites (Berlin, Hamburg, Luneburg, Cologne, Frankfurt, Heidelberg, Freiburg, and Munich) are held on a **bi-weekly basis** and discuss:

- ❏ How each satellite is doing
- ❏ Current and future projects/events
- ❏ Problems and solutions
- ❏ Questions

Other meetings between the Berlin staff as well as with other satellites are scheduled on an as-needed basis.

Zoom

The video-chat communication tool for more **formal** meetings with staff and/or satellites.

- ❏ Used for meetings that need to be recorded/transcribed

Kumospace

The video-chat communication tool for **informal** meetings with staff and/or satellites.

- ❏ Used for informal meetings or gatherings (such as coffee breaks! ☕) with staff to promote **one-on-one connections** and establish **close relationships**.
- ❏ Hop into different rooms to **connect with new people**, enjoy some music, and get a sense of in-person interaction.
- ❏ Talk with others in group or private conversations in the same space to mimic an in-person experience where groups can **spontaneously** form and dissolve in different areas, creating a sense of connection and community.

COLLABORATION

Collaboration between staff members and other satellites is on an as-needed basis.

Miro

The visual planning tool for **brainstorming ideas** for projects, events, etc.

Google Drive

The **file storage** and collaboration tool used to create documents, spreadsheets, and presentations.

COMMUNICATION WITH VOLUNTEERS/SAFIRS

VOLUNTEERS

Über den Tellerrand's volunteers create spaces to get to know people with and without refugee experience. Our volunteers support us by organizing and creating new event activities. They play a key role in promoting an interpersonal atmosphere and enabling encounters on an equal footing.

It is highly encouraged that all staff members and volunteers participate in the **monthly Zoom meeting**. It is recommended that you **encourage others** in the network to attend. Reasons to attend include:

- ❏ Learning about interesting events/concepts at other satellites
- ❏ Meeting new people
- ❏ Broadening your network

It is encouraged that you follow up with at least one individual (staff or volunteer) you met at another satellite **after the monthly Zoom meeting** in order to foster a more connected community. Some reasons to meet new people at other satellites include:

- ❏ Receiving new perspectives/insights on completing a particular task
- ❏ Checking-in on other satellites
- ❏ Broadening your network
- ❏ Developing new friendships

Communication with volunteers takes place via **WhatsApp**, **Email**, **Zoom**, and **Kumospace**.

MESSAGES
WhatsApp is used on a day-to-day basis and email is used on an as-needed basis.

WhatsApp
The **main** instant messaging communication tool between staff and volunteers.

- ❏ Used to:
    - ❖ Share event protocol and other information
    - ❖ Ask questions
- ❏ Style:
    - ❖ Simple, informal language
    - ❖ Many motivating emojis 😃

Email

An **additional messaging tool** to communicate with new volunteers.

MEETINGS

One hour interviews with individuals who are interested in joining as a volunteer are scheduled on an as-needed basis.

Meetings between staff and volunteers (about 10 to 12) are held **once a month** to discuss:

- ❏ Past events
- ❏ Future events
- ❏ Suggestions
- ❏ Upcoming event protocol
- ❏ Questions

Gatherings between volunteers are suggested to **promote bonding** and build close relationships in a more **interpersonal** way.

Zoom

The video-chat communication tool for meetings with new volunteers and current volunteers.

- ❏ Breakout rooms are encouraged to promote that sense of **informal** conversations and connection.
- ❏ Reaching out and having **spontaneous conversation** with new volunteers helps them feel accepted and gives them a sense of our event atmosphere.

Kumospace

The video-chat communication tool for meetings with new and current volunteers.

- ❏ Used for **informal** meetings or gatherings with volunteers to promote **one-on-one connection** and establish close relationships.
- ❏ Hop into different rooms to **connect with new people**, enjoy some music, and get a sense of in-person interaction.
- ❏ Talk with others in group or private conversations in the same space. This helps mimic an in-person experience where groups can **spontaneously** form and dissolve in different areas, creating that sense of connection and community.

SAFIRS

SAFIR is Arabic and means ambassador. We have been training volunteers in the SAFIR project since 2019 from our network of Über den Tellerrand ambassadors. When deployed throughout Germany, SAFIR supports our regional groups, represented by Über den Tellerrand, and provides information about our work. Depending on personal strengths and interests, you may take over the SAFIR missions of your choice and thus help to strengthen our network and to spread our message.

Communication with the SAFIRs takes place via **Whatsapp**, **Email**, and **Zoom**.

MESSAGES
WhatsApp is used on a day-to-day basis and email is used on an as-needed basis.

WhatsApp
The **main** instant messaging communication tool between staff and SAFIRs.
- ❏ Used to:
  - ❏ Share meetings
    - ❏ Remind SAFIRs about meetings 3 to 4 days prior
  - ❏ Provide information on SAFIR missions
  - ❏ Ask questions
- ❏ Uses:
  - ❏ Simple, informal language
  - ❏ Many motivating emojis 😃

E-mail

An additional messaging tool to provide **more detailed information** and inquiries about SAFIR missions.

MEETINGS

Meetings between staff and SAFIRs are held **every 6 weeks**. Meeting invites are sent 2 weeks prior. In these meetings, staff and SAFIRs discuss:
- ❏ News from Berlin
- ❏ News from each satellite
- ❏ Missions that have taken place
- ❏ Ideas for future missions

Gatherings between SAFIRs are suggested to **promote bonding** and build close relationships in a more interpersonal way.

Encourage SAFIRs to fill out the **continuous feedback** form at the end of meetings.

Zoom

The video-chat communication tool for meetings with new SAFIRs and current SAFIRs.
- ❏ Breakout rooms are encouraged to promote that sense of **informal conversations** and connection.
- ❏ Reaching out and having **spontaneous conversation** with new participants helps them feel accepted and gives them a sense of our event atmosphere.
- ❏ Inclusion is key at our Zoom events. We want people to feel comfortable coming to our events.

Kumospace

The video-chat communication tool for meetings with new and current SAFIRs.
- ❏ Used for informal meetings or gatherings with SAFIRs to promote **one-on-one connection** and establish close relationships.
- ❏ Hop into different rooms to connect with new people, enjoy some music, and get a sense of **in-person interaction**.
- ❏ Talk with others in group or private conversations in the same space. This helps mimic an in-person experience where groups can spontaneously form and dissolve in different areas, creating that sense of **connection and community**.

COMMUNICATION WITH PARTICIPANTS

Über den Tellerrand's participants are our **storytellers**. They are people in our satellite cities and our mobile kitchen; people with stories to share, networks to form, friendships to forge, and connections that can last a lifetime. Our participants are people we develop personal encounters, common interests, life plans, beautiful moments, and our dreams with. They are a family who are inspiring and ready to share stories and moments with.

Communication with the participants takes place via **Whatsapp**, **Email**, **Newsletter**, **Facebook**, **Instagram**, **Zoom**, **Kumospace**, and our **website.**

MESSAGES

WhatsApp is used on a day-to-day basis, email is used on an as-needed basis, and the newsletter is sent out on a bi-monthly basis.

WhatsApp

❏ We like to stay in contact with our participants using WhatsApp groups. We strive to create an **inclusive community** where people can be themselves in the group.
❏ With **networking, friendships, and connections** as a few of our main goals, we encourage meeting new people in these groups.
❏ Information about upcoming events, changes or future plans are shared here.
❏ As an inclusive group, any type of hateful speech, images, or voice notes will be immediately removed from the group.

Email

An **additional messaging tool** to communicate with new participants who are connecting with members in our organization.

Newsletter

❏ Keeping up with current events in the organization, as well as future events can be done through our monthly newsletter as well.
❏ Developments within the organization or exciting additions are also included in our newsletter. We excite our subscribers to make **#maketheworldabetterplate**.

EVENTS

Events are held a few times a week.

Zoom

The video-chat communication tool for hosting our events and engaging with our participants.

❏ Breakout rooms are encouraged to promote that sense of **informal** conversations and **connection**.
❏ Reaching out and having **spontaneous conversation** with new participants helps them feel accepted and gives them a sense of our event atmosphere.
❏ Inclusion is key at our Zoom events. We want people to feel comfortable coming to our events.

Encourage participants to fill out the **continuous feedback** survey at the end of events.

Kumospace

The video-chat communication tool for meetings with new and current participants.

❏ Used for informal meetings or gatherings with volunteers to promote **one-on-one connection** and establish close relationships.
❏ Hop into different rooms to **connect with new people**, enjoy some music, and get a sense of in-person interaction.
❏ Talk with others in group or private conversations in the same space. This helps mimic an in-person experience where groups can **spontaneously** form and dissolve in different areas, creating that sense of connection and community.

Website

❏ Our website is also a great resource for people wanting to learn more about Über den Tellerrand and our mission.
❏ Information about events, projects, and updates are all expressed on the website.
❏ As arguably our first line of connection for new or interested people, our website showcases the atmosphere of Über den Tellerrand, our brand, volunteers, and stories of people who have been impacted by our organization.
❏ Our participants are encouraged to explore our website to get a sense of Über den Tellerrand and who we are as a community.

SOCIAL MEDIA TIPS

SOCIAL MEDIA & BRANDING BASICS

One part of our missions is showing togetherness in our events by showcasing our events and activities. Achieving a sense of community is done with our brand. It is important to:

★ Show our **team**, which consists of volunteers, SAFIRs, cooks, and staffers.
★ Highlighting the mood of our events.
★ Share **stories** from participants that showcase the mood of our events.
★ Show beautiful pictures of our events (always tell stories).
★ Use our hashtag **#maketheworldabetterplate** (alludes to our primary event).
★ Use social media platforms such as Instagram, Facebook and Twitter to showcase our various events and participants.

Posting on Social Media

Try to keep posts short and simple since attention spans on social media is low.

★ Look for a balanced relationship between entertaining and relevant posts.
★ Use visually appealing content to capture the attention of your followers.
★ Interact with your community by liking posts, replying to comments, and noting contributions from other organizations or communities.
★ Communicate quickly and regularly.
★ Elect social media officers at your events.
★ Customize content depending on the channel.

Overall it is important to tell our story through social media. Instagram stories offer an authentic and charming outlook to our events and participants. The use of emojis and tags offers an informal atmosphere which keeps our followers and participants engaged.

Facebook and Instagram

★ We are constantly sharing stories, incoming events, or exciting news on our Facebook and Instagram
★ To keep participants engaged, asking **questions**, posting **polls**, or sharing **hashtags** helps connect with participants while also attracting new ones.
★ Responding to comments promotes that sense of **informal and spontaneous conversation** between staffers and participants.

★ More information about our social media communication strategy can be found in branding basics above.

Facebook Tips

★ Use simple, short sentences.
★ Use emojis to reinforce statements.
★ Use the feeling function to reinforce content and make it visible.
★ Use hashtags sparingly. Only use hashtags that explain the content, support or make a statement such as #wirsindmehr or #maketheworldabetterplate.
★ 80% of Facebook is seen via mobile communications, so make sure that the content is adapted.
★ Plan posts in advance.
★ Search for groups / pages that fit thematically and share your contributions.
★ "Pin" important posts (they always appear first on your page).
★ Use the create events feature to showcase events.
★ Link people and organizations in the posts.

Instagram Tips

★ Uses meaningful images or videos (up to a minute).
★ Post high quality pictures (no shaky mobile phone picture etc.).
★ Pursue a visual concept and follow the red line in aesthetics (use similar filters, choose headings etc.).
★ Uses tags (@ people, organizations or places).
★ Do not use any links in the captions (if you want to use links, put them in the "Bio").
★ Include your location in posts.
★ Post when a lot of people are online (preferably 10 am or 5 pm).

BERLIN NETWORK TEAM

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