# Talking Turkey: Tapping Social Media to Reach New Audiences

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| Project Title | Talking Turkey: Tapping Social Media to Reach New Audiences |
| Project Summary | Work as part of an American-Turkish team at the U.S. Consulate in Istanbul to create innovative content for our social media platforms to inform Turkish audiences about American people, policies, culture, and institutions. Such content could include original videos, audio Podcasts, and stories. |
| Country | Turkey |

## Project Description

Put your skills and interests to work by designing and producing original content as well as helping to produce and run Live Streaming events that connect Americans with Turkish audiences. Popular platforms in Turkey include Instagram, Twitter, Facebook and YouTube. More recently, listening to Podcasts has become a popular way to access news and cultural reporting in Turkey. In particular, we are looking to grow our audiences among Turkish women, youth, and communities in smaller cities and towns in our district.

## Required Skills or Interests

| Skill(s) |
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| Cultural diplomacy |
| Editing and proofreading |
| Graphic design |
| Infographic design |
| Social media management |
| Storytelling/blogging/vlogging |
| Survey / polling design |
| Videography |
| Writing |

## Additional Information

*None*

## Language Requirements

*None*