QFI Social Media Toolkit
Who We Are

Qatar Foundation International (QFI) is dedicated to connecting cultures and advancing global citizenship. Through Arabic language and culture education, youth engagement initiatives, and our support of digital learning technologies, QFI is focused on creating a global community of active, engaged, and collaborative learners and educators.

“Arabic language education is key – when you learn the language you learn about the culture.”

- His Highness Emir Tamim bin Hamad Al Thani
OUR MISSION
Through immersive programs aimed at Arabic language and Arab culture education and youth engagement, QFI aims to inspire connections with the Arab world and advance global citizenship. By investing in the professionalization of Arabic education, increasing quality and access to resources and facilitating cultural exchanges, both virtual and in-person, QFI is committed to providing K-12 students in Qatar and the Americas with the 21st century skills that will enable them to be engaged global citizens.

WHY IT’S IMPORTANT
Students and educators become engaged global citizens by learning about and interacting with a diverse group of people inside and outside of the classroom. By interacting with people from diverse social, economic, and cultural backgrounds, students and teachers learn more broadly about the world.

HOW WE PROMOTE IT
QFI is very active digitally, and on social media. We believe that when students and educators around the globe have the means to communicate, collaborate, and share experiences, global competencies are born, stereotypes are broken, and new learning occurs for youths around the world. We facilitate the connections by providing resources for both teachers and students.
Messaging

Learning Arabic - both as a language and as a culture - is a humanizing story and helps change perceptions. QFI uses an aspirational, authentic, and engaging tone to promote projects, share curricula, and highlight compelling stories.
#GlobalCitizen

Through expansive education and learning initiatives, the global citizen emerges. Interactions with diverse groups of people lead to cultural understanding and a deconstruction of harmful stereotypes.

- Global citizens are more at ease interacting with other ethno-cultural groups.
- They can connect with a large percentage of people across the world through cultural understanding and acceptance.
#CulturalExchange

From music to food to literature, art, and politics, Arabic is more than a language – it’s a culture. There’s no better way to connect with people than through sharing culture and heritage.

• From Doha to Anchorage, cultural exchanges connect people with distinctly different backgrounds and cultural understandings.

• YALLAH is an online forum for students to join together across the globe to discuss social and cultural issues, and benefit from new interactions.
All teachers make a difference in their students’ lives, but language teachers in particular provide students with new experiences and unique opportunities. When you teach Arabic, you’re not just teaching the language; you’re teaching the culture and opening new gateways for learning.

• Arabic teachers set an example for their students by engaging with them to better understand the culture, the people, and the language.

• From puppet shows to more straightforward education methods, teachers bring Arabic education to life in fun and interactive ways.
I Speak Arabic
I Speak Arabic

I Speak Arabic is a campaign to raise awareness about Arab language education globally and provide new insights about Arabic speakers. It gives QFI’s brand a new voice and highlights how speaking Arabic has changed individuals’ lives.

- Non-native speakers with Arabic backgrounds can connect with family and explore their heritage.
- Studies confirm that dual-language students are more academically and cognitively advanced than their peers and as a result become highly valued applicants in the global job market.
Twitter Tips

Embracing social media has become a necessity in today’s society. While tweeting may come naturally to some, it’s completely new to others. So what makes a good tweet?

- Tweets have to be 140 characters or less (this includes hashtags and spaces).
- Tweets should be concise. There’s no space to waste.
- Your personality should show through. Avoid sounding robotic or like you’re pitching a product.
- Use hashtags to make tweets relevant.
- Prompt your followers with action items like “discover” or “watch” to get better engagement.
- Include a link in the tweet that supports your message.

When you use Twitter, you can promote Arabic, bring people together, and change perceptions, all in a few short sentences.

Facebook Tips

There’s a tremendous amount of information on Facebook, but it can be difficult to sift through. Here’s some tips to help your posts stand out.

- Facebook will automatically pull content from links you share, so you can delete the actual URL before sharing to keep your post clean.
- Sharing images and videos with your posts dramatically increases likes and share.
- Adding personal messages to links you share enhances authenticity and highlights your unique perspective.
- There’s no character limit for Facebook posts, but the posts should still be clear and concise.

Sharing posts on Facebook connects cultures and promotes global citizenry.
Sample Tweets

When you connect across cultures, your perceptions change #GlobalCitizen

Learning about the Arabic language and culture shaped my future #GlobalCitizen

Find a new pen pal through YALLAH #CulturalExchange

William in Alaska talks every week with his friends in Doha #CulturalExchange

Arabic has opened my students’ eyes to the cultural possibilities that exist in the world #TeachArabic

We can learn a lot about ourselves through Arabic art and Arabic literature #TeachArabic

Now my grandmother and I can relate even more #ISpeakArabic

Learning Arabic inspired me to pursue a degree in Foreign Affairs #ISpeakArabic

For #WorldArabicDay, we will feature some great teachers of Arabic. Here’s a profile of Nour Jandali http://bit.ly/1w2yUEG #TeachArabic #TeachArabic

We asked some Arabic students from LA “Why do you want to learn Arabic?” Hear them here: http://bit.ly/1DRrjTB #TeachArabic

We miss the students from our annual CulturalExchange trip, Aber2015, already! Photos from our week in Doha here: http://on.fb.me/1xgwIRj

Emotional farewell Aber2015 dinner in SouqWaqif! Students promised to keep in touch! #NewFriends #CulturalExchange
Sample Facebook Posts

Fatma and Nours’ Madar Al-Huruf curriculum is on display at the QFI booth during Belal Joundeya’s great textbook is on display at the QFI booth #7085 at. Come check out the great resource! And DL it from our Almasdar open resource platform!

This weekend, QFI was in San Antonio for the annual American Council on the Teaching of Foreign Languages (ACTFL) Conference. This year, we hosted a swap shop to exchange teaching materials, a teacher fellow workshop, and an Arabic celebration dinner, attended by the most Arabic teachers ever! Check out some photo highlights of a very successful ACTFL weekend!
GLOSSARY

Post
An item of content published to a blog or other social media platform such as Facebook, LinkedIn, Twitter or Instagram.

Tweet
NOUN: 140 character message posted via Twitter.
VERB: the act of posting a tweet.

Mention or Tag
Referencing a user in a post through inclusion of their handle or username. Also known as tagging on certain platforms, it is how you identify other users in images.

@ The root of user handles on Twitter and Instagram. Also used in Mentions and Replies.

# The hashtag is a social media tool used to mark topics and keywords and to track trends. It can also be used as a search feature to find other posts using the same hashtag.

Retweet or Share
To redistribute the content of other users on your own feeds.

Engagement
Measured through tracking of likes, comments, shares, retweets, mentions, etc.

Learn more about social media terminology here.
Shareable Graphics

Visuals are great ways to share inspiration and spread ideas. QFI is proud to produce graphics that support our mission of connecting cultures and advancing global citizenship.

These shareable graphics are free and downloadable and are perfectly compatible with social media platforms like Facebook, Twitter, and Instagram.
Speaking Arabic changes lives. Share your story to raise awareness about Arabic language education globally and provide new insights into the Arabic language and culture. #I Speak Arabic.

Qatar Foundation International
Yesterday at 09:23

Speaking Arabic changes lives. Share your story to raise awareness about Arabic language education globally and provide new insights into the Arabic language and culture. #I Speak Arabic.
Through food, music, literature, art, politics, and more, we can all connect across cultures. Share your story. #CulturalExchange

Arabic is more than a language, it's a culture. #CulturalExchange
Expansive education and learning initiatives allow us to connect across the world and interact across cultures. Share the story that helped you become a #GlobalCitizen.
When you teach Arabic, you're doing more than teaching the language. You're teaching the culture and opening new gateways for your students. Share your story with us. #TeachArabic.
#iSpeakArabic
Arabic word of the week

hope
أمل

family
أسرة

Arabic word of the week
#iSpeakArabic
Shareable Graphics

علم
al-‘ilm
Knowledge

#iSpeakArabic
Shareable Graphics

#iSpeakArabic
Culture

الثقافة
al-thaqafa

culture

QFI.ORG
Shareable Graphics

#iSpeakArabic
Global Citizen

muwaatin ‘aalami

Global Citizen
#iSpeakArabic

Twitter 1024x512 Download

Facebook, Instagram 1200x1200 Download
Shareable Graphics

التعاون
al-ta’awun

Collaboration
#iSpeakArabic

التعاون
al-ta’awun

Collaboration
#iSpeakArabic
#iSpeakArabic
Community Service
khidmat al-mujtama'

khidmat al-mujtama'
Community Service
#iSpeakArabic
QFI Community

We’re a network of teachers committed to the goal of connecting cultures, advancing global citizenship, and providing students with the tools to engage with the Arabic culture more fully. We are active on most social media platforms, and our digital presence helps us reach students from Doha to Anchorage, and everywhere in between.
Thank You