Authentic Connection. Real Impact.
International Exchanges for High School Students

The Experiment Digital
Innovation in Marketing & Digital Media
Rebranding & Social Media Engagement Campaign
The Experiment Digital Program Portfolio

The Experiment Digital Youth Leadership & Community Service

The Experiment Digital Climate Change & the Environment

The Experiment Digital STEAM Discovery Lab
Website Rebranding

The Experiment Digital Home Page
Experiment Digital Video

Watch video here: https://youtu.be/jAWT-KVInb
New Social Media Branding: Facebook & Instagram

MARCOM updated The Experiment Digital Facebook and Instagram accounts & continuing to post daily.
Digital Advertisements: Instagram

Updated Instagram: @experimentdigital
Digital Engagement
Interactive Instagram Stories

DAILY POSITIVITY
- SOMETHING I’M LOOKING FORWARD TO
- SOMETHING THAT MAKES ME SMILE
- SOMEONE I APPRECIATE IN MY LIFE
- SOMETHING I’M GRATEFUL FOR

LANGUAGES
- ENGLISH
- GERMAN
- ITALIAN
- SPANISH
- FRENCH
- MALAY
- CHINESE
- ARABIC
- INDONESIAN
- DUTCH
- SWAHILI
- KOREAN
- JAPANESE
- HEBREW
- VIETNAMESE
- DANISH
- HINDI
- PORTUGUESE
- GREEK
- CZECH
- LATIN
- BURMESE
- MONGOLIAN
- AFRIKAANS

PLAN A TRIP:
- TRAVEL WISHLIST
- MY DREAM DESTINATION
- WHICH SEASON I’LL GO
- WHAT I’LL DO
- FOOD I WANT TO TRY
- WHO I’LL GO WITH

TOP 5 THINGS I WANT TO LEARN IN 2020

TEMPLATE BY @EXPERIMENTDIGITAL

The EXPERIMENT DIGITAL
A PROGRAM OF WORLD LEARNING
Digital Advertisements: Facebook

Updated Facebook: @theexperimentdigital
Social Media Toolkit

Promotional toolkit with premade Facebook, Instagram, LinkedIn & Twitter content for internal and external use:

- Sharable Posts
- Images
- Hashtags
- Social Media Handles
## Sample Weekly Social Media Plan & Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Digital Sunday</td>
<td>Digital Window</td>
<td>About the Experiment Digital</td>
<td>Alumni Profiles Testimonials</td>
<td>Commonalities between teens in different countries</td>
<td>Plans for the weekend?</td>
<td>#MyDigitalSummer</td>
</tr>
</tbody>
</table>

### Message
- **Sunday**: We hope everyone is having a relaxing and refreshing Sunday! What are you doing at home to decompress? [more info about digital wellbeing? Relaxation? Staying connected?]
  - #TheExperimentDigital
  - #DigitalWellbeing
  - #VirtualExchange

- **Monday**: This city situated in a mountain valley at an altitude of 2,200 meters has been inhabited for more than 2,500 years. Guess the city in the comments!
  - #DigitalWindow
  - #ViewFromMyWindow

- **Tuesday**: Extended Admission April 15
  - This summer, stay together while being apart. Tap our #linkinbio to learn more and apply by April 15!
  - #ExperimentDigital

- **Wednesday**: Even if we cannot see our families and friends in person, we can still make lots of meaningful connections online!
  - #TheExperimentDigital
  - #VirtualExchange
  - #MyDigitalSummer

- **Thursday**: Through cultural exchange, whether online or in-person, we can learn about ourselves and about others and recognize that we are more alike than different.
  - #TheExperimentDigital
  - #VirtualExchange
  - #MyDigitalSummer

- **Friday**: What do you like to do in your free time? Comment below with your favorite hobbies and which country you are from - let’s see what we all like to do! *activity emojis here?*

- **Saturday**: Isabella, a 2019 alumna, says that the Experiment Digital helped her learn to work with others and understand other cultures.
  - Learn all about what The Experiment Digital can provide students online this summer by clicking our #linkinbio!
  - #TheExperimentDigital
  - #VirtualExchange
  - #MyDigitalSummer

### Picture

- Sunday: Digital Sunday
- Monday: Digital Window
- Tuesday: About the Experiment Digital
- Wednesday: Alumni Profiles Testimonials
- Thursday: Commonalities between teens in different countries
- Friday: Plans for the weekend?
- Saturday: #MyDigitalSummer

### VIDEO

- Sunday: Digital Sunday
- Monday: Digital Window
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- Friday: Plans for the weekend?
- Saturday: #MyDigitalSummer
Webinars & Presentations

Webinar recordings [here](#)
How a Decades-Old Flagship Program Got a Digital Makeover and Blew Up the Internet This Summer

The Experiment Digital Interactive Blog

View full interactive project: “How a Decades-Old Flagship Program Got a Digital Makeover and Blew Up the Internet This Summer?”
Paid Advertising

Example of your image ad at 320x568

Example of your image ad at 300x250

Example of your image ad at 320x568

Example of your native ad at 300x250
SMS Marketing

For OBs, sample message:
Hello {!Preferred_Name__c}, We have made the difficult decision to suspend all traditional in-person Experiment programs for summer 2020. However, we have two options for you: 1) Defer your summer abroad travel for summer 2021 and/or 2) Participate in our virtual Experiment Digital exchange. An email went out with more information, please let me know if you have any questions!

For OAs, sample message:
Hello {!Preferred_Name__c}, We have made the difficult decision to suspend all traditional in-person Experiment programs for summer 2020. However, we have another option for you to participate in our virtual Experiment Digital exchange. An email went out with more information, please let me know if you have any questions!
Brochures

1. General Info & Enrollment
2. Donor Outreach
The Experiment Impact Report

View full report here
Recruitment Flyers

ABOUT THE EXPERIMENT DIGITAL
Designed to connect hundreds of young people across the globe, The Experiment Digital Climate Change & the Environment provides high school students with a comprehensive understanding of climate change and sustainability. Participants will also gain essential leadership and project planning skills that will enable them to become leaders and protect the climate for current and future generations.

Cultural exchange is central to the interactive, virtual program, which is open to eligible high school students across the globe. The program will delve into the latest findings on climate change and sustainability and explore how individuals and communities can take action to combat the crisis. Participants will have the opportunity to connect with peers from different countries and experience new perspectives on environmental issues.

The Experiment Digital Climate Change & the Environment is a unique learning experience that will help students develop critical thinking, leadership, and communication skills. By participating in this program, students will gain valuable insights into the real-world impacts of climate change and learn how they can contribute to a sustainable future.

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ABOUT THE EXPERIMENT DIGITAL STEAM DISCOVERY LAB
The Experiment Digital STEAM Discovery Lab is a unique opportunity for students to engage with real-world projects and learn about the latest innovations in science, technology, engineering, art, and math (STEAM). This fully funded, virtual experience is modeled on The Experiment Digital, a pioneer in online exchange programs.

Students who participate in The Experiment Digital STEAM Discovery Lab will:

- Develop their leadership and interpersonal communication skills;
- Gain hands-on experience in STEAM subjects;
- Learn how to implement STEAM-based projects in their communities;

...
Newsletter Subscription Form/Landing Page

Email Marketing

Live page: Subscribe Now
UPDATE ON THE EXPERIMENT DIGITAL

Our thoughts are with all our partners and friends across the world as our global community continues to be impacted by COVID-19. The Experiment Digital program is still running this summer and the application is open. As many restrictions grow in response to the threat of COVID, we need alternative options for promoting cross-cultural exchange now more than ever. The Experiment Digital can help youth leaders maintain critical dialogue about global issues, citizenship, and community service, all while in the safety of their homes.

NEWS FROM OUR PROGRAM

The Experiment Digital 2020 Application: Good news! The application deadline for Experiment Digital 2020 has been extended to April 18, 2020. This year’s summer exchange will take place from June 22 – August 8, 2020. Know someone who may be interested in this opportunity? Be sure to apply on our website!

Join Us for a Webinar:
We invite you and your students to our virtual information session to learn more about Experiment Digital on Thursday, April 2 from 5-6 PM EST. Alumni from last year’s program will be there to answer questions. Register now or join us when it’s time here.

International Virtual Reunion:
Thank you to our alumni who joined us during our International Virtual Reunion on March 7! We hope that you were able to connect with other alumni, share your successes and challenges, and learn new project management skills. Alumni who attended the virtual reunion received a digital certificate for successfully completing alumni programming of Experiment Digital 2019.
Brand Elements & Letterhead
Email Marketing – Mass Emails
Directories - GoOverseas.com

GoOverseas.com Directory created to collect program leads to help meet enrollment goals

https://www.gooverseas.com/studyabroad/online/program/261249
Certificate of Achievement

CERTIFICATE OF DISTINGUISHED ACHIEVEMENT
presented to

for successful participation in

THE EXPERIMENT DIGITAL
STEAM Discovery Lab
funded by the Stephens Initiative
administered by World Learning
February 8 - March 21, 2021

The above participant has completed the following program activities with distinction: online modules on the environment, pollutions, public health, coursework on the Scientific Method and Sustainable Development Goals, and dialogue on cultural exchange.

Kirstin French
Director of Operations & Programming
Youth Exchange, World Learning

Shady Elfaham
Program Officer, The Experiment Digital
Youth Exchange, World Learning
The Experiment Digital
Innovation in Marketing & Digital Media
Rebranding & Social Media Engagement Campaign