

Creating content for the intercultural  
**INSTAGRAM-Account**



***WE ARE PASSAU***

(@wearepassau) • Instagram-Fotos und –Videos

#social media #content creators #integration #locals #migrants #passau #storytelling



Approx. 2 hrs/week



All Degree programs



B1 German knowledge



**Kick-Off, 25.October,  
16:30 p.m., ITZ**

# What is the project about?



**WeArePassau** is an **Instagram account** that aims to portray locals and immigrants from Passau and thus contribute to greater mutual understanding.

During the interviews, the aim is to find out about people's **specialities, interests, intercultural pitfalls, talents, emotional states and everyday stories**. But also wishes, visions for the future, suggestions for a better coexistence should be asked. The aim is to look at people in Passau and their individual personalities and cultural characteristics from a positive perspective.

# What do I have to do?



**We are looking for a team of social media enthusiasts who are good with Instagram and can take on the following tasks:**

- Create a question concept modelled on the previous posts on the account
- Find interesting interview partners (either planned or through spontaneous street interviews)
- Conduct interviews with a mobile phone (+ microphone if necessary) at suitable locations (e.g. favourite places, places of work, etc.)
- Produce at least 3 reels with video editing, subtitles, voice-over
- Post reels

New ideas and concepts for the account are very welcome!

# When and how does the program start?



**Friday, 25. Oktober, 4:30 pm, ITZ:**

**Kick-Off Meeting of the coordinating programm „All You Can Do“ with all participants of all projects:**

General information about the program, getting to know your team, team building

**Wednesday, 6. November, 5 pm, VW 103**

**Erstes Treffen mit den Koordinatoren des Instagram Accounts**

First meeting with the coordinators of the Instagram account Content and time planning

# Cooperation partner



The **Instagram** account **WeArePassau** is an own project of **All You Can Do**, which was conceived in cooperation with the Chair of Intercultural Communication in the project seminar ‘Interculturality and Practice’.

## Contact persons for the account are:

**Barbara Bauersachs, Project Manager ‘All You Can Do’**

**Valeria Ruiz: Student Assistent Instagram account [unipassau.international](https://www.instagram.com/unipassau.international)**