

## Humans of Harmony

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### The Challenge

Our mission at Humans of Harmony is to create an alternative media platform that tells stories of **diversity and justice, empowerment and peace building** in the US and Egypt, using digital content and social media campaigns that engage our audience as participants. We provide an alternative to traditional media narratives that perpetuate stereotypes in both countries. We challenge misconceptions by highlighting human stories that will make you smile, cry, think deeply, and even take action to improve the status quo. We utilize social media thoughtfully to engage our audience and promote constructive dialogue that breaks through echo chambers.



### Project Overview

Humans of Harmony is an Internet media platform (including YouTube channel, Facebook page, and a Website/Blog) that publishes digital videos and other content featuring authentic people-centered stories in Egypt and the US that promote the exchange of ideas and human narratives.

To generate buzz for the project and fuel the crowdfunding campaign, we will first produce several 1-2 minute iPhone shot #AskAnEgyptian and #AskAnAmerican “promo videos.” These promo videos will intentionally be “guerilla style” with minimal production to convey spontaneity. They will be spread on our social media channels with a hashtag campaign to generate interest in our platform and raise crowd funds.

The first phase of formal content will be produced by the Gabr team, hiring videographers, and will feature 5-10 minute mini-documentary segments that juxtapose one Egyptian story with one American story on the same topic, putting the two experiences in dialogue. Stories will highlight topics along common human themes – Diversity and Justice, Empowerment, and Peacebuilding. Content will be promoted via a social media campaign on platforms including YouTube, Facebook, and a website/blog.

After we publish the first phase of 6 videos (2 for each theme), the second phase will utilize viewer engagement to create more content and facilitate dialogue. For example, viewers will be invited to submit reactions to the videos by creating their own content (blog posts, photos, videos) which may be published on Humans of Harmony and the Gabr Foundation website. The team will vet all viewer content before publishing.

## **The Goal**

- Create an alternative social media platform that tells stories of diversity and justice, empowerment and peace-building in the US and Egypt, highlighting stories that counteract traditional stereotypes perpetuated by the current media
- Through interactivity, promote audience engagement with our content and promote constructive dialogue between East and West using the tools of new media

## **Population Served**

The “social media generation” – young people ages 15-35, not only in Egypt and the US but around the world

## **Project Milestones**

### **Phase 1: Creating the project Identity & Branding (3 months)**

Create Logo; Create Facebook, YouTube channels; develop Website/Blog; Create and publish/promote promo videossot with iPhone cameras, taking ordinary Egyptians’ questions for ordinary Americans and ordinary American’s questions for ordinary Egyptians “to the streets” for answers; Launch crowd funding campaign in US and find additional.

### **Phase 2: Production Part 1: Team Produced Video Content (6 - 9 months – approx. 1 video per month)**

Identify stories/individuals and develop interview scripts for each episode/mini-documentarythat would splice together interviews and “day in a life” footage interweaving one story from Egypt and one story from the US for each theme (Diversity and Justice, Empowerment, Peace building); Hire one videographer/film producer in each location; Shoot videos (interview + B roll) in Egypt and the US; Editing and post-production; Publish and promote videos on social media channels and via partners.

### **Phase 3: Production Part 2: Audience Engagement**

As the project will transition into a more audience-driven platform, with continued team moderation and new produced content if budget allows, in part 2 of the project we will develop audience engagement strategy; Solicit and filter user reactions to video content; Create opportunity for viewers to “chat” with and ask questions of individuals highlighted in videos; Monitor audience engagement via Google Analytics.

## **Expected Outcomes**

- Greater understanding of challenging topics in the Egyptian and US context
- More authentic “human narratives” reaching young people to enrich and counter the shallow narratives they may currently hear

## **Furthering the Foundation’s Mission**

Humans of Harmony furthers the Foundation’s mission by engaging young people in Egypt and US with real stories that represent their lives and encourage them to look past stereotypes, think deeply about issues, and engage in dialogue.