

2024

Social media project: “Living in ...”

Objective

This project on the SwissCommunity's social media channels aims to present the stories and experiences of Swiss people living abroad. Starting in January 2024, a post featuring images and/or videos, along with one or more stories of Swiss people in a specific city, will be regularly published.

How does it work?

All club members and Swiss people living abroad are eligible to participate. Each post will be dedicated to a specific city/region. Clubs can send the questionnaire to their members and encourage them to participate.

Example:

Living in “Berlin”: Stories of Swiss expatriates living in Berlin or in Germany and have or had a connection with Berlin (e.g.: work, study).

Living in “London”: Stories of Swiss expatriates living in London or in the UK and have or had a connection with London (e.g.: work, study).

What's life like in...? (8 short questions)

Participants willing to share their story can answer the following questions. SwissCommunity will write a short portrait based on these answers.

1. Why do you live in XX?
2. What was it like growing up abroad? Or What was the experience of moving from Switzerland toXX?
3. What do you miss most about Switzerland?
4. How do you deal with nostalgia for Switzerland?
5. How do you participate in the SwissCommunity abroad?
6. What is a common misconception/cliché of Switzerland in the country/city you live in?
7. Which group do you belong to? Fondue or raclette?
8. Which group do you belong to? Lake or Mountain?

General conditions for participating

Clubs can share this initiative with their members and other Swiss living abroad. The participants must be Swiss living abroad, aged 16+. They must agree to share their story and photo or video interview on the SwissCommunity's social media channels.

How to participate :

The questions can be answered in German, French, Italian or English.

1. **Fill the online form and answer the questions (1-2 sentences per question). If one or more questions cannot be answered, it is possible to leave it blank. To be able to write a portrait, however, at least 3 questions must be answered.**
2. **Upload one or more high-quality photo(s) or portraits taken in the particular city.**
3. **Optional: provide a vertical-format video made with a high-quality smartphone, answering one or more of the eight questions "How is it living in ...".**
4. **Provide a list of your social media profiles and those of the ASO-Clubs in the region (if possible).**
5. **Information about your Swiss Club membership (which club do you belong to?).**

SwissCommunity will evaluate all proposals, will define the publication calendar for 2024 and inform the participants. Even though SwissCommunity is aiming to give space to everyone, depending on the number of responses, the quality and the diversity of responses, a publication cannot be guaranteed. SwissCommunity reserves the right to modify the text or make editorial choices.

Photo Guidelines

*Provide at least one close-up photo.
High-quality photos in jpeg or png format.
Preferably in square or portrait format.*

Video Recording Guidelines

*Do not exceed 60 seconds.
Prepare your answer in advance and memorize your messages.
Use an informal language.
Record the video in a quiet environment with minimal background noise if not using a microphone.
Position the phone at face level.
Record in portrait format (not landscape!).*



[Link to participate](#)

Example



Living in... **Stuttgart (DE)**



“
Ich bin in Stuttgart geboren und
aufgewachsen, aber mit meinem
Doppelpass habe ich eine starke
Verbindung zur Schweiz.

Lukas Müller, 21
Student

Lukas Müller was born and raised in Stuttgart (Germany). Due to his double citizenship, he still has a strong connection to Switzerland. Fortunately, it's only a short drive to Switzerland and Lukas travels home regularly. To stay in touch with his roots, he is part of the Swiss Club in Stuttgart where he regularly engages in social activities and events.

He is currently attending the University of Stuttgart where he is studying economics in the 4th semester. Apart from its size, Stuttgart is not much different from a Swiss city. The language is also similar. But thanks to his parents, he speaks the Swiss dialect perfectly even though he wasn't born in Switzerland.

In Germany, many people believe that all the Swiss are very rich. I then have to explain that everything costs a lot more in Switzerland. For example, I pay 10 euros for a pizza here, whereas the same pizza costs around 18 francs in Switzerland.