

Overseas Koreans Cooperation Center launches KrossOveR for supporting promotion of overseas Koreans

30 supporters from 12 countries held activity evaluation meeting; 159 cases of overseas Korean content created and promoted

The Overseas Korean Cooperation Center (OKOCC), an organization operated by the Overseas Koreans Agency, announced Thursday that the first batch of overseas Korean public relations support through KrossOveR has achieved results in communicating with domestic Koreans through various social media activities.

OKOCC held an evaluation of the supporters' activities and a disbanding ceremony at Shilla Stay in Seocho-gu, Seoul, from Feb. 21-23. KrossOveR is a combination of the words Korea and crossover, and is a brand image of the supporters' activities to foster the Korean identity through the convergence of overseas and domestic Koreans.

The 30 supporters, comprised of overseas and domestic Koreans from 12 countries, began their activities in August last year at the launching ceremony. So far, they have created 159 social media posts on various topics related to overseas Koreans, such as World Korean Day, holidays, food and literature, and have accumulated more than 500,000 views, contributing to the cultivation of the Korean identity among the next generation of overseas Koreans and enhancing online communication between Koreans at home and abroad.

They reported on the results of their seven-month program, shared their know-how on how to create high-quality content and took part in cultural experiences, such as viewing traditional media art exhibitions and mother-of-pearl crafts.

Kim Han-byul (33), a next-generation Korean from Denmark who participated in the program, said, "I tried to soften heavy and hard topics with small details from my own daily life, and it was rewarding to get a lot of empathy from social media users."

Through the activity evaluation meeting, the supporters said they were able to learn more about the history of overseas Koreans by visiting the Korea Immigration Museum and other exhibits related to



Supporters pose for a commemorative photo after the activity report and closing ceremony of the first KrossOveR program at Shilla Stay in Seocho-gu, Seoul, which ran from Feb. 21-23.

overseas Koreans, and they realized they have a common history and identity.

In addition, covering the Koryo Arirang event and the training program for Korean language teachers in Russia and the CIS gave them a chance to experience the present and think about how Koryo people feel about Korea.

Participants remembered in particular the exchanges with Koryo supporters and the stories of Koryo Korean language teachers and introduced the teacher Valeria. They explained that based on her own experience of difficulty learning Korean in the past, she founded the Choi Jae-hyung Koryo People's School in Primorsky Krai to help Koryo students learn in a better environment. Another example that drew attention was the teacher Veronica, who teaches Korean to her Koryo compatriots in Kyrgyzstan because she wants them to never forget their identity.

"KrossOveR has played an important role in helping the next generation of Koreans feel a sense of belonging and informing domestic Koreans about the importance of overseas compatriots," said Kim Young-geun, director of the OKKOC. "We will run a second intake of KrossOveR supporters to actively communicate with the overseas Korean community." 