

CEA Content Creator Requirements

Your study abroad or internship adventure is just around the corner! Share your journey, flex your creativity, and boost your professional skills by becoming a CEA Content Creator. We'll feature the blog posts you write, photos you capture, and videos you take on your adventure abroad on CEA's website, social media, and other digital marketing channels!

Program Compensation & Benefits

- Build your résumé and creative portfolio for professional endeavors through blogs, photos, and videos you create
- Increase your content exposure, social following, and online footprint. By becoming a CEA Content Creator, you'll channel your creativity to capture and share your study abroad experience – helping future students navigate these waters in the process.
- **Upon quality completion of full program requirements, CEA offers monetary compensation of \$300 delivered via gift card.**

Eligibility

- The CEA Content Creator position is only available for students while studying or interning abroad onsite with a CEA program.
- Applicants must be students currently enrolled at a U.S. university and in good financial standing for their CEA program.
- CEA students must complete an application to be considered for the Content Creator position.

How to Apply

- Complete the application by **August 1**.
- Selected CEA Content Creators will be notified before their program date.
- **Sample Work for Blogger Applicants:**
 - Write a 200–400-word sample blog with at least 3 original photos addressing this topic: "Favorite Parts of my Hometown." Or submit a piece that you've previously written for a publication and include 2-4 relevant photos.
 - Come up with 3 samples of catchy blog titles. Consider topics prospective study abroad students would like to read that you could write about during your time abroad.
- **Sample Work for Photographer Applicants:**
 - Create a photo story around one specific topic that conveys what you saw and felt in that moment. Share a link with 10 photos and write a Statement of Intent (3-5 sentences) that captures your photo story's theme.
- **Sample Work for Videographer Applicants:**
 - Video Sample: Provide a YouTube link to a 90 sec (min) video.
 - Sample Video Set Topics: Come up with 3 sample video set topics that prospective study abroad students would like to watch, and you are interested in filming.

Determination CONTENT CREATORS

A panel of CEA employees will review and evaluate content based on:

- Subject matter
- Quality
- Creativity

CEA is not responsible for technical difficulties and will not be liable for early, late, lost, misdirected, or unsuccessful efforts to submit content. Content Creator applicants must meet all eligibility requirements prescribed for their specific program.

Social Media Participation

Content Creators will be required to regularly post to their social media channels (tagging @ceastudyabroad) and participate in CEA Instagram takeovers. We will provide an option for CEA Content Creators to sign up for Instagram takeovers at the start of their program.

Content Creator Responsibilities

Blogger

- Using a pre-determined topic list, students will produce:
 - 5 written blog posts throughout semester
 - Each written post must include 500-850 words and at least 5 photos with captions
 - At least one round of edits

Photographer

- 5 photo sets using pre-determined topic list
 - Each completed set must include a minimum of 10 photos in a variety of vertical and horizontal orientation.
 - Submitted photos must be 300 dpi, in jpeg format, and original hi-res files (no editing, filters, etc.)
 - Must include one statement of purpose (300-500 words) per set and each photo must be captioned
 - Captions should include when and where the photograph was taken. Be brief but descriptive!

Videographer

- 3 sets of video clips for B-Roll to include one of each topic (academic/internship setting, housing, CEA events/excursions/community engagement)
 - 1 vertical
 - 1 horizontal
 - 1 of choice
 - Each completed set must include a minimum of 5 minutes of total footage
 - Submitted videos must be in one of the following formats:
 - File type – MP4, Quicktime, or Mpeg
 - Resolution - 1920 X 1080, 1280 X 720, or 854 X 480
 - Frames per second - 29.7 or 23.967
- 3 edited videos
 - 1 vertical video (for TikTok/IG Reels) 60s covering academic & learning
 - 1 horizontal (for YouTube) 3-5 mins
 - 1 of choice
 - Videos must contain at least 40% B-Roll footage (not just an interview of the same person)

Deadline to submit work will be as scheduled by CEA. (NOTE: Students must make submissions throughout their program.)

Publicity

All Content Creators agree that CEA and any advertising or promotional company that CEA selects may use Content Creator names, likenesses, and additional information concerning the Content Creators, such as hometown, state, and institution for CEA's advertising purposes in any media worldwide, without further compensation. Content Creators agree that CEA may, in its sole discretion, notify Content Creators' colleges that the student is participating in CEA's Content Creator program and include students' participation in the program in any CEA marketing. All students are required to sign a waiver of release in which CEA maintains sole ownership of all content contributed through the Content Creator program. Students are not permitted to sell or modify content for uses outside of CEA.

Release

CEA assumes no responsibility for any losses, claims, damages, or injuries resulting from participating in this program.