



## CEA CAPA Content Creator Requirements

Your study abroad and/or internship adventure is just around the corner! Share your journey, flex your creativity, and boost your professional skills by becoming a CEA CAPA Content Creator. We'll feature the blog posts you write, photos you capture, and videos you take on your adventure abroad on CEA CAPA'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 CAPA 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 CAPA offers monetary compensation of \$300 delivered via gift card.

### Eligibility

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

### Determination of Content Creators

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

- Subject matter
- Quality
- Creativity

CEA CAPA 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 offered the opportunity to post to their social media channels (tagging @ceacapaabroad) and participate in CEA CAPA Instagram takeover. We will provide an option for CEA CAPA Content Creators to sign up for Instagram Takeovers at the start of their program.

## Content Creator Responsibilities

### Blogger

- Using a predetermined list, students will produce:
  - 5 written blog posts throughout the semester
  - Each written post must include 700-1000 words and at least 5 photos with captions.
  - At least one round of edits

### Photographer

- Using predetermined topic list, students will produce:
  - 5 photosets
  - Each completed set must include a minimum of 10 photos in a variety of vertical and horizontal orientation.
  - Submitted photos must be 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!
  - At least one round of edits

### Videographer

- 5 edited videos
  - 1 vertical video (for TikTok/IG Reels) 60s
  - 1 horizontal video (for YouTube) 3-5 mins
  - 3 of choice
  - Videos must contain at least 40% of B-Roll footage (not just an interview of the same person)
- 1 set (minimum five minutes) of video clips for B-Roll
- At least one round of edits

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

## Publicity

All Content Creators agree that CEA CAPA and any advertising or promotional company that CEA CAPA selects may use Content Creator names, likenesses, and additional information concerning the Content Creators, such as hometown, state, and institution for CEA CAPA's advertising purposes in any media worldwide, without further compensation. Content Creators agree that CEA CAPA may, in its sole discretion, notify Content Creators' colleges that the student is participating in CEA CAPA's Content Creator program and include students' participation in the program in any CEA CAPA marketing. All students are required to sign a waiver of release in which CEA CAPA 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 CAPA.

## Release

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