

CEA Study Abroad Summer 2022 Content Creator Program Official Rules

Your study abroad or internship adventure is just around the corner! Share your journey of the people you meet, classes you take, and new cultures you experience by becoming a CEA Content Creator. We'll feature the blog posts you write, photos you capture, and videos you take on your study abroad journey across CEA's blog and digital marketing channels!

Benefits of the Content Creator Program

- Build your résumé and creative portfolio for professional endeavors through blogs, photos, and videos you have created.
- Increase the exposure of your content and online footprint (and via CEA reposting on our social media channels).
- Channel your words, photos, and videos into an online journal to capture and share your study abroad experience – helping future students navigate these waters in the process!
- CEA does not currently offer monetary compensation for any Content Creator position and resulting deliverables.

Eligibility

- The CEA Summer 2022 Content Creator position is only available for students studying or interning abroad on a CEA Summer 2022 program.
- Applicants must be students currently enrolled at a U.S. university and in good financial standing for their CEA program.
- All submitted work (content, photos, video) produced by CEA Content Creators must be completely original and not appear elsewhere. Any work copied or plagiarized will be disregarded and will immediately disqualify the Content Creator from their role.
- Submitted work must not glorify excessive drinking, dangerous activities, nudity, inappropriate language, or disparage or show disrespect toward any group, culture, or community. Content Creators must not participate in anything that would put themselves or others in danger to complete work within this program. Additional topic guidance will be provided during training and must be followed to retain the role as a CEA Content Creator.

Content Creator – Types of Content

Blogs

- Produce written blogs using a pre-determined topic list
 - Each written post must include 500-850 words and at least 5 photos with captions

- Please resize photos for blog to 660x800 pixels (or similar) before submitting
- Expect to complete at least one round of edits per blog

Photos

- Submit 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 with a statement of purpose about 100-150 words long for each set.
 - Submitted photos must be 300 dpi, in jpeg format, and original hi-res files (no filters, etc.)
 - Must include a detailed caption for each photo to include where it was taken and the subject of the photo

Videos

- Film video clips for B-Roll to include one of each topic (academic/internship setting, housing, CEA events/excursions/community engagement)
 - Clips can be vertical (for TikTok or IG Reels) or horizontal (for YouTube)
 - 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
- Submit at least 2 edited videos from the above topic list
 - Can be an edited vertical video (for TikTok/IG Reels)
 - Please make sure to edit outside of the TikTok app so your personal account handle is not visible on video
 - Horizontal (for YouTube) 3-5 mins
 - Videos must contain at least 40% B-Roll footage (not just an interview of the same person)

Deadline to submit all work will be the Content Creator's program end date as scheduled by CEA.
(NOTE: Students must make submissions throughout their program.)

Social Media Participation

- Each Content Creator will complete at least one CEA Instagram Takeover during their time abroad.
- Think about what future students would want to see! Some ideas to get you started:
 - Academic life + learning
 - Your housing
 - CEA excursions
 - Favorite places in your city
 - Food favorites
 - Scenery
- Feel free to use Instagram's Story features as you wish (polls, quizzes, reaction sliders, location tags, question boxes, GIFs, etc.)
- Save all stories during the takeover in your respective city's Highlight.
- Please create at least five individual Stories (the more, the merrier!) per takeover.

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.