

STUDENT CONTENT CREATOR GUIDELINES/BRIEF



**SOUTHERN CROSS
CULTURAL EXCHANGE**

HEY THERE, FUTURE CONTENT CREATOR!

IF YOU LOVE SHARING COOL EXPERIENCES WITH OTHERS,
THIS IS YOUR CHANCE TO SHINE AS A STUDENT EXCHANGE
CONTENT CREATOR! 🎥 ✨ BUT FIRST, HERE'S
EVERYTHING YOU NEED TO KNOW TO ROCK THIS ROLE. 😎

BE YOURSELF!

The best content is the real, authentic you. Whether you're vibing with your new friends, exploring a new city, or trying something for the first time—let your personality and excitement show!

SHOW YOUR JOURNEY

Think of your content like a fun, exciting diary for the world to see! Share:

Daily life: What's school like? What are you eating? How does your new town look?

Adventures: Visiting cool places, trying new activities, or discovering something totally unexpected!

Cultural moments: Things that surprise or inspire you about the new country, traditions, or food.

ENGAGE WITH YOUR AUDIENCE

Don't just post and leave—talk to your followers! Respond to comments, share tips, and answer questions. People want to know about your experiences, so keep the conversation going!

HAVE FUN!

This is all about having fun and making memories. Take this opportunity to learn, grow, and connect with other students from all over the world. You'll be the storyteller of your adventure, so enjoy it!

STAY SAFE ONLINE

When you're sharing content, always think about your privacy. Don't share personal information like where you live or go to school. Always ask permission if you're filming or photographing other people, and be kind online!

BE CREATIVE!

We want to see your unique spin on things:
Photos/Videos: Snap shots of your travels, new friends, and experiences. Make mini vlogs or time-lapses of your day.

Challenges: Take part in fun, cultural challenges or create your own! Maybe try a local dance, attempt a traditional dish, or speak in the local language.

Stories: Use Instagram Stories, TikTok, or even Snapchat to give quick updates or behind-the-scenes moments.



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REMEMBER

Your journey is ALL YOURS! 🌟 Share what YOU'RE experiencing right now—whether it's the awesome moments or why you decided to go on this adventure in the first place. There's no right or wrong way to do this—just keep it real!

Talk about the BEST things happening right now, what's been surprising or exciting, and even the challenges you've faced. It's all part of the adventure, and we want to hear how you're pushing through it! 💪

Most importantly—HAVE FUN! 🎉 Use whatever social media style feels the most YOU. Whether you're dancing to your fave song in a video, jumping on a TikTok trend, or chatting with your followers about your day—make it YOURS! 🌈📱



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