

STUDENT CONTENT CREATOR GUIDELINES



**SOUTHERN CROSS
CULTURAL EXCHANGE**

HEY THERE, FUTURE CONTENT CREATOR...

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.

IF YOU LOVE SHARING COOL EXPERIENCES WITH OTHERS, THIS IS YOUR CHANCE TO SHINE AS A STUDENT EXCHANGE CONTENT CREATOR!

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

Please share what you are experiencing on exchange. It could be 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 as it's your exchange program

Talk about the best things happening right now, what's been surprising or exciting, and even the challenges you've faced and overcome - or even tips to do so.

It's all part of the adventure, and we want to hear how you're pushing through it!

Please 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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TOPIC IDEAS

WHY DID YOU GO ON EXCHANGE & HOW DID IT CHANGE YOUR LIFE?

Reflect on your motivations and the ways this incredible experience shaped you.

WHAT WAS IT LIKE LIVING WITH A HOST FAMILY?

Describe your first impressions, host siblings, pets, and the home that became yours.

MAKING FRIENDS AND CONNECTING WITH NEW PEOPLE

Share your best tips for breaking the ice and making lifelong friendships. Who became your closest friends, and how did those relationships form?

LIFE IN YOUR HOST CITY AND SCHOOL

What was the city like? Talk about your school, the subjects you studied, sports you played, clubs you joined, and the activities that filled your days.

CULTURAL DIFFERENCES AND FAVOURITE MOMENTS

What surprised you? What did you love most about the culture and country you lived in?

COMING HOME AND REVERSE CULTURE SHOCK

How did it feel to return home? Share your thoughts on readjusting and how your exchange experience stayed with you.

USING SOCIAL MEDIA

SHARE YOUR STORY

Engage your followers and reach new students by talking about your exchange experience — what you loved, what surprised you, and how it changed you.

SHOW A DAY IN YOUR LIFE ABROAD

Use fun, authentic videos to give your audience a glimpse of life as an exchange student.

POST YOUR FAVOURITE MOMENTS

Share photos and videos with text explaining your adventures and daily activities abroad.

CREATE EYE-CATCHING POSTS AND REELS

Use your best photos and footage to make in-feed posts and reels. Pair them with heartfelt captions to share your exchange journey and inspire others to follow in your footsteps.

**YOUR STORY COULD INSPIRE FUTURE STUDENTS TO
BEGIN THEIR OWN EXCHANGE JOURNEY!**



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