

# Student Content Creator

## Guidelines

# Hello!

We are looking for content creators currently abroad...

Thank you for your interest in sharing your exchange journey. Your experiences and insights can inspire others to take the leap into an unforgettable adventure!

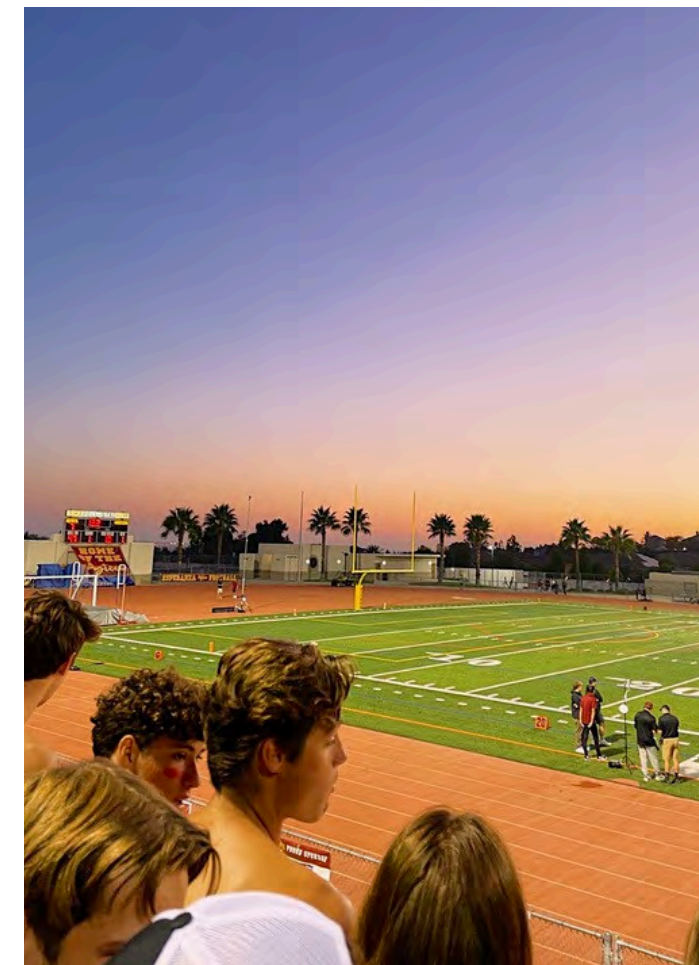
As a Student Exchange Content Creator, you will:

- ✨ Share your enthusiasm for exchange programs with students who are planning their journey ahead.
- ✨ Get involved with our social media channels by creating posts and tagging us @studentexchangeaunz on Instagram and TikTok.
- ✨ Offer advice and encouragement to future exchange students during Pre-Departure Orientation meetings.
- ✨ Provide content for our website and help spread the word about why exchange programs are life-changing!

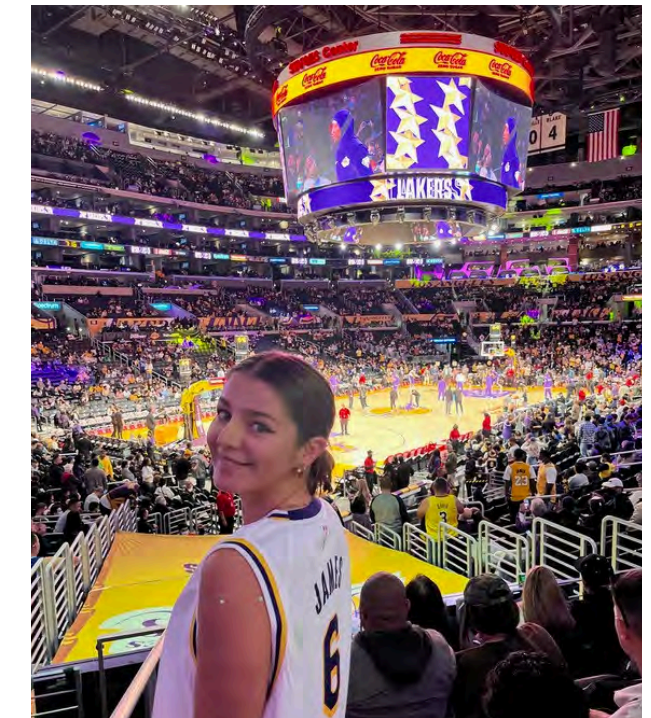
If you loved your exchange and want to help others start their own incredible adventure, this is your chance to make an impact.

Join us in promoting the transformative experience of student exchange and show the world what it's all about!

## Examples of what to show/talk about on social media



School & daily life



Sports, clubs, activities



Friends & host family

# Topic ideas

✦ *Why did you go on exchange, and 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 favorite 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.

**Your story could inspire future exchange students to begin their own adventures!**

## Using Social Media

### TikTok Tips:

🎥 *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 favorite moments.*

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

### Instagram Tips:

🌟 *Get personal on Stories*

📷 *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.

# Remember

## Your Exchange Journey – Share It Your Way

🌟 *Every journey is unique!*

There's no right or wrong—focus on your own experiences. Share your best moments, what you miss most about your exchange, and the reasons behind your decision to go.

💬 *Be real about your challenges.*

Feel free to talk about the tough moments and how you overcame them. These stories can inspire and encourage others.

🎉 *Have fun with it!*

Use social media in your own style to share your exchange journey. Whether it's creating a video with your favorite song, hopping on a TikTok trend, or speaking directly to your followers, make it authentic and true to you!



**THANK YOU!**