

**Social Media Ambassadors** are content creators who provide first-hand insight into daily life by writing blog posts while studying abroad at the Château de Pourtalès in Strasbourg, France.

### What you will gain:

- A **stipend of 25 Euro for creating 4 short blog posts\***
- Opportunity to have your content published on a professional platform
- Gain professional career experience and valuable writing skills for your résumé /CV
- Reflect on your own personal experiences while abroad as well as encourage and motivate future students to study abroad at the ESC Strasbourg, France.
- The chance to network with other students while motivating and inspiring them to go abroad

### Topics suggestions for your 4 blog posts:

1. *My first impressions of Strasbourg* – What did you do during your first few days? What did you learn?
2. *My two classes* – What are you learning in each?
3. *How I survived getting around Strasbourg without speaking French*
4. *New things I’ve discovered while in France* (i.e.: about yourself, cultural differences, etc....)
5. *Daily life including public transportation, or shopping for food.*
6. *What is it like to live in a Château?*

*What I’ve learned during the or visiting the:*

7. *Outdoor Leadership Workshop*
8. *Schwarzwald Innovation Center*
9. *Council of Europe*
10. *Leadership Training Workshop*
11. *Other excursions or write about your own topic – creativity is welcome!*

### Submitting a blog post - CHECKLIST

**Upload the following information for each blog post at:** [www.studyabroad-france.eu/ambassador](http://www.studyabroad-france.eu/ambassador)

- Topic** – select from the topics suggested above
- Length** – minimum 200 words per post
- Photos** - provide at least one or more photos to accompany each blog post which visually illustrate the content you have written (*please make sure the photos are original content - take the photos yourself, do not send photos which are not your property*)
- Profile** – first and last name, your home university, degree/year, and attach one profile, selfie, or headshot photo of yourself which will accompany your name as the author

\* *Video submissions may be considered in place of blog entries. Talk to your on-site coordinator for more information.*

### **Questions and Important Information:**

**Are there any writing guidelines I should follow?** Yes! Please read the agreement on page 3.

**Can I write more than the 200-word minimum for each blog post?** Yes, absolutely! (200 words is only a paragraph and less than one full page when double spaced)

**Where will my blog posts be published?** They will be published with you as the author on the CEPA Foundation student blog listing your name, home university, degree track, year, along with your profile photo. The blog posts will be shared on the CEPA / ESC social media channels.

Blog: <http://blog.cepa-foundation.org/>

Instagram <https://www.instagram.com/CEPAStudyAbroad/>

Facebook page <https://www.facebook.com/EUStudyCenter.ChateauDePourtales>

Facebook page <https://www.facebook.com/CEPAStudyAbroad>

**Can I read past student ambassadors' posts?** Yes! Visit <http://blog.cepa-foundation.org/>

**How do I submit my four blog posts?** Use the online form here [www.studyabroad-france.eu/ambassador](http://www.studyabroad-france.eu/ambassador)

**When is the deadline to submit?** Submissions of individual blog posts are welcome at any time during your program, but all blog posts should be submitted no later than **Monday, July 18, 2022**

**Who will review and approve my four blog posts?** The CEPA Academic Director, Marketing Director, Strasbourg Program Director, and Program Managers will collectively receive, review, and approve your blog posts. You will receive an email about the approval.

**How and when can I collect my stipend?** As soon as your four blog posts are approved, you can request your stipend from your on-site coordinator.

**What if I fly back home right after the program ends and I don't have time to spend the 25 Euro cash before I leave Europe?** It is possible to request a gift card in USD \$ which you can use when you return home. Please ask your on-site coordinator about this option.

**Are there ambassador opportunities available after I return to my home campus?** Yes! Please ask your on-site coordinator about the opportunities currently available.

**Can I submit 8 blog posts and receive a 50 Euro stipend?** Yes! This might be possible after you submit your first 4 blog posts, but it is based on availability. Please ask your on-site coordinator.

**Can I still receive a stipend if I write only one, two, or three blog posts?** No.

**I have another question not listed here. Who can I contact?**

Send your question to [ambassador@studyabroad-france.eu](mailto:ambassador@studyabroad-france.eu)

### **Social Media Ambassador Agreement**

#### **Guidelines:**

- Be yourself. Writing about your experiences in your own personal voice is most natural.
- Include personal experiences, both good and not-so-good, but keep it light.
- Always proofread your posts for tone and appropriateness (would you want your family and close friends to read it/learn about it?)
- Double check your grammar and punctuation before submitting content.
- Reshare your blog posts, when appropriate, on your own personal or your university’s social media channels.
- Read the checklist, questions, and important information before submitting your blog posts.

#### **Code of Conduct:**

1. You are personally responsible for the content you publish.
2. Please do not post personal content about other students, staff, instructors living and/or studying abroad unless you have their prior written permission which you include in your blog submission.
3. Respect your audience. Do not use ethnic slurs, personal insults, obscenities, or post that you are engaging in any activity that is prohibited by French, EU, U.S., Canadian, or other countries’ laws.
4. If you link media from another source, be sure to properly cite the creator of the original work.
5. Any images submitted to the ESC may be used for future promotional purposes.
6. Do not advertise, include offers referral codes, or affiliate links.
7. CEPA Foundation/European Study Center has the right to delete any content that does not conform to the general rules mentioned above without prior notice.
8. Your email address will not be shared publicly unless you provide permission to do so.