



**International
House**
London

Content Creator Scheme

Join a global network of student storytellers and champion IH London's mission to connect the world through language learning.

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Summary

Are you passionate about language, travel, learning, and social media? Imagine the possibilities when you combine these interests with a drive to inspire and connect! Seize the opportunity to join a vibrant community of passionate content creators, making a difference in the world.

Partner with IH London and become part of a global network of student storytellers. Let your authentic experiences and unique voice lead the charge in championing IH London's mission to unite the world through the power of language learning. Together, let's inspire and transform the world, one story at a time!



Craft extraordinary, genuine content that captures your remarkable journey at IH London.

As a Content Creator collaborating with our school, you will embody the IH London brand, sharing your unique perspective through captivating videos on social media.

Illuminate your enriching experiences of studying and living in London, and let us celebrate your loyalty and exceptional storytelling with exclusive rewards and incentives.

Benefits

Rewards

For each video you produce, post and tag/collaborate with @ihlondon, you'll receive a £5 voucher for our school cafe or a £20 Amazon voucher when you post 2+ videos.

Grow as a Creator

Grow as a digital creator through storytelling, video, and photography. Create content to save as memories from your amazing experiences in London.

Develop your English

Grow your confidence in English by sharing your journey. Apply what you've learned in the classroom in your videos, and develop your language.

Feature on our Socials

Get featured on IH London's official platforms to grow your audience and become part of a global network of like-minded students.

✦ Content Ideas

We want to see your **real** experiences at IH London. This includes your experience at the school, in class, and exploring London with other students. Here are some suggestions of what to film:

01 A Day in the Life

Film a typical a day of your life in London, such as studying at the school, socialising with your friends, going on Social Programme activities, a tour of your accommodation or exploring London.



[Watch Video Example](#)



02 Social Programme

Film a Social Programme activity, such as a walking tour around London, playing football with friends, or a weekend trip to Oxford. Get your friends involved and show how you're using your English outside the classroom!

[Watch Video Example](#)

03 Accommodation

If you're staying in our Kings Cross, Tufnell Park or Islington residence, or living with a host, film around your room, facilities and local neighbourhood. Share your experiences living with other international students or families.



[Watch Video Example](#)



04 Life in London

Show us what you do in your downtime and film your experiences around London, from visiting iconic landmarks, going to trendy food spots, engaging in British culture and celebrating seasonal events.

[Watch Video Example](#)

05 Your English Journey

Share why you're learning English, the progress you've made at IH London and what you want to achieve when you finish your course, whether that's going to university, advancing your career or moving abroad.



[Watch Video Example](#)

Instructions

01 Authentic & High-Quality Filming

Make sure that you're filming in high-quality by having clear shots and using microphones for better sound quality (where possible).

Don't worry about making your filming look perfect! We want to see **real** experiences, rather than perfect ones.

02 Post & Tag @ihlondon

Upload your videos to social media, then make sure to tag @ihlondon. If posting on Instagram, please invite IH London to collaborate on your post - your video will then appear on our channel! We will also share and report any tagged posts.

03 Get Rewarded!

As a thank you for each post, you will receive a £5 voucher for our school cafe to use on fresh coffee, pastries and snacks.

After you post, please email mini.mudannayake@ihlondon.com with a link to your video and then we will send you the voucher.

Get in touch if you're interested in participating!

Terms & Conditions

1. Eligibility

- 1.1 Must be 18+ and legally able to study in the UK.
- 1.2 Must have at least one active public social media account on Instagram, TikTok, YouTube, LinkedIn, WeChat or RED with 500+ followers/subscribers.
- 1.3 Must demonstrate creativity, reliability, and professionalism in line with IH London values.
- 1.4 Must actively participate in school activities and attend lessons.

2. Commitment

- 2.1 Minimum of 1+ videos in English or native language.
- 2.2 Must tag @ihlondon (TikTok, YouTube, LinkedIn, WeChat or RED) or add IH London as a collaborator (Instagram).

3. Content & Consent Rights

- 3.1 IH London has the right to repost and use published content for marketing purposes. Credit will be given where possible.
- 3.2 Must acquire consent from all students or people appearing in any videos.
- 3.3. Must disclose partnership with IH London to anyone appearing in videos.

4. Ethics & Conduct

- 4.1 Content Creators must uphold IH London's values and avoid inappropriate or misleading content.
- 4.2 Clear disclosure of the partnership with IH London is required.

5. Rewards

- 5.1 Upon receipt of the video link via email, IH London will send vouchers to all content creators who complied with T&Cs.
- 5.2 Posting 1 video will qualify content creators for a £5 coffee voucher to be used at Cafe Provence.
- 5.3 Posting 2+ videos will qualify content creators for a £20 Amazon voucher.

6. Termination

- 6.1 IH London reserves the right to not reward content creators if the videos don't comply with the T&Cs.
- 6.2. IH London reserves the right to remove any content for breach of terms or misconduct.

For more information, visit www.ihlondon.com/terms-and-conditions.

Contact Us

Are you interested in becoming a Content Creator and partnering with IH London? Get in touch!

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