



# Charlie Contributor Guidelines

STUDENT VOICE

## Charlie Contributor Guidelines

**Charlie – Your Student Voice** is a website showcasing content produced by students, for students.

Signing up as a Charlie contributor offers you a platform to publish your writing, post your photos, share your hot tips and feature your creative work. It's a space to promote your talents to the wider CSU community and be recognised for your great work.

All published material includes an author's byline - a great way to showcase your talent and build your portfolio - and all contributors are featured on the 'Meet the Team' page.

### What does being a Charlie Contributor involve?

As a Charlie contributor your task is to produce great content that reflects the student experience at CSU. *Charlie – Your Student Voice* is looking for videos, blog pieces, infographics, photo essays, how-to guides, opinions, reviews, tips – no idea is off limits!

**And the best part? If your content is published, you get paid.**

Charlie content is paid at a rate of **\$50 for feature stories (500 words)** or **\$20 for general stories (200 words)** and you can contribute as much or as little as you like.

All published material includes an author's byline - a great way to showcase your talent and build your portfolio - and all contributors are featured on the 'Meet the Team' page.

### I want to be a Charlie Contributor, how do I sign up?

- 1.** Introduce yourself; email a 50-word bio, a profile photo and your material to [charlie@csu.edu.au](mailto:charlie@csu.edu.au) for review by the Student Communications team.
- 2.** We'll have a chat, get to know each other and check out your content. Content will be assessed on quality and relevance and the decision to publish will be at the Student Communications Officer's discretion.
- 3.** If you tick all the boxes, you will be provided with a Charlie Contributor WordPress account, where you can add your Charlie content ready for review and publishing by our Student Communications team.

Material is published regularly, we'll be in touch to let you know your story status and encourage contributors to get in touch to discuss story ideas.

**Payment is in the form of direct deposit and the Student Communications Officer will liaise with Charlie Contributors to arrange payment following publication.**

## My content has been published... now what?

Now it's time to spread the word! Once your content is live on Charlie, it's time to share, share, share.

- **Share.** Charlie is a platform to promote your original work, so build your profile by sharing your content across CSU platforms such as [CSUSocial](#), with your friends via your personal social media channels and don't forget to re-Tweet us at [@CSUCharlie](#) and #charliechatter.
- **Stay in touch.** We want you to contribute regularly to Charlie. It's a great way to build your personal profile and showcase your talents and remember, the more content you publish, the more you get paid!
- **Brainstorm.** The Student Communications team is here to help you make your work great. Talk to us about your big ideas and how we can work together to ensure you have the best content for Charlie.

## Producing great content for Charlie

*Charlie – Your Student Voice* is a dynamic website and our content reflects this. Keep these tips in mind when creating your content for Charlie:

- **Tell great stories.** Create amazing content. Charlie is about showcasing the best of the best, and we seek original content that talks to our CSU students, no matter what study mode, location or course.
- **Keep your content student-friendly.** We're straight-talkers at Charlie and there's no need for unnecessary words.
- **Our headings are clear and concise,** always inspire curiosity and include a call to action where possible.
- Pay careful attention to **grammar** and **punctuation**.
- **Attention grabbing images** are used to complement your content, in the header and within the body of the post. Imagery must be bold and relevant, with the image source referenced.
- Website links are **always hyperlinked** in-text, (never use 'click here').
- Content always has a **CSU flavour** and links to CSU examples where possible.
- Read and comply with the **Charlie Terms of Use**.