

VITILIGO AWARENESS INT.

*Guide
for
content
creator*

Guidelines for a Content creator



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MAIN TOPICS

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Vitiligo Awareness Int.

Where Vitiligo Becomes
A Blessing!



About Us.

What is VAI?

VAI is an international non-profit charity foundation striving to help people deal with the skin condition Vitiligo in positive ways.

Our Mission

People with this skin condition handle their changing appearance in different ways. The foundation is focused on the group who actually suffer from this skin disorder and tend to have negative feelings because of their Vitiligo. These feelings may differ from a negative self-image to suicidal thoughts, to anti-social behavior and even (online) bullying. We have chosen to focus on this group; because everyone is worthy, no matter how different and unique someone is.

Why work with us?

Charity Work

By working with us you are committing yourself with charity work which gives a positive purpose to serving humanity.

International Team

You will join an international team of ambassadors who all feel connected to the same mission, vision and ambition as VAI.

Recognition

All our team members and ambassadors receive their deserved recognition and will receive international visibility through our platforms.

WHY DO WE NEED A CONTENT CREATOR?

We are creating an international platform for Vitiligans by Vitiligans, but also a platform for those who are interested in Vitiligo.

To create this platform we want to involve different people from all over the world to tell their story, to create content or join different projects. There are a lot of people out there who want to share their story, share their content; they wish to create more awareness and support those who need this.

As our content creator you will be responsible to create content about Vitiligo with other Vitiligans who want to share their story. Alongside this, you can also create your own content for social media in the name of VAI.

Think of creating content on social media as Instagram, IG-TV, Facebook, TikTok, etc. You're totally free to choose any form of content you wish to create.



**GETTING
STARTED
WITH**

VAI

CONTENT CREATOR

As the content creator you will be responsible for creating original content. This content should be professionally made and should fit where VAI stands for.

- Interviewing other Vitiligans
- Promotional videos
- Vlogs
- Other content which we can use to reach our audience.

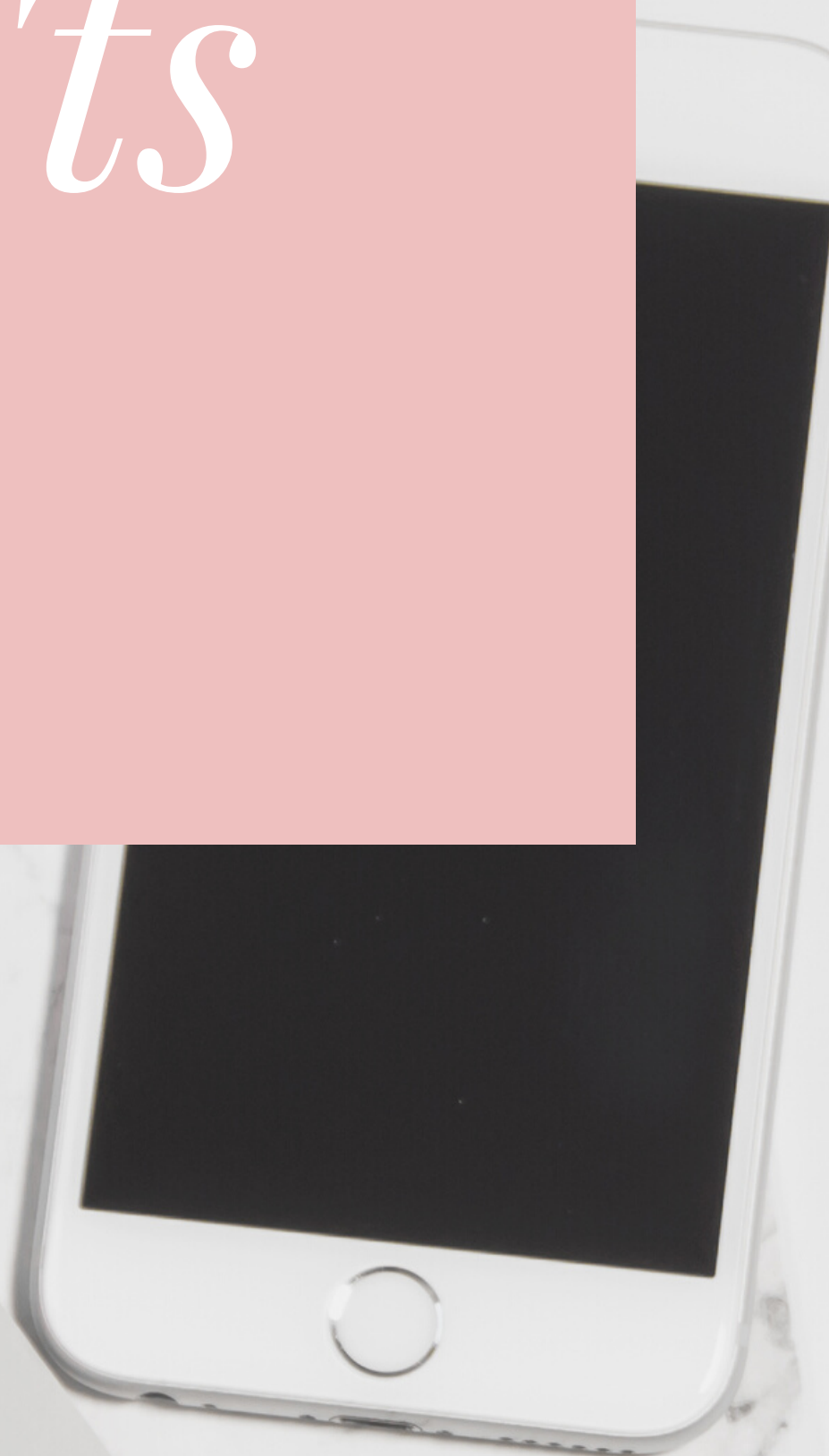
Make sure that you are creating content that fit our targeted audience such as other people with the skin condition Vitiligo or other foundations, companies or organizations with a common mission, vision and ambition.



THE STARTING POINT

Do's and don'ts

MAKE
IT
HAPPEN



Do's

- Always notify the team when you have found interesting contributors.
- Our scouter will assist you in finding Vitiligans who want to share their story in some way.
- If you have any suggestions for creating different content, they are most welcome.
- Create content for our targeted audience and for the long term.
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- Create attractive content to keep our audience involved.
- Inform messengers that you are a ambassador/volunteer and part of Team VAI when asked who they are dealing with.
- Try to spend at least 5 minutes a day and at least 4 days a week on fulfilling the tasks mentioned above.
- Contact the team whenever you have

Don'ts

- Do not present yourself as the owner or as an employer of VAI.
- Do not give out information through the DM without approval.
- Do not post any religious, political or sexual sensitive or abusive comments or stories.
- Do not plagiarize or use images/videos with copyright.
- Do not be unpersonal; be informal, inviting and kind.



Opportunities & Benefits

Opportunities & Benefits



TEAM WORK

Become part of an international team with a global purpose.



CHARITY WORK

Service humanity by doing small tasks 5 minutes a day.



GAIN VISIBILITY

Gain global visibility by working together with VAI.



PERSONAL DISCOUNT CODE

Get 20% discount for you and your family and friends to use on our Vitiligo awareness giftstore.

Need assistance?

CONTACT US



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