

# Texas State University – Bobcat Creator Program

## Bobcat Creator Program Agreement

This agreement (“Agreement”) is entered into between Texas State University (“University”) and the undersigned student (“Bobcat Creator” or “Creator”) for participation in the Texas State University Student Influencer Program (“Program”).

### 1. Eligibility Requirements

- Be currently enrolled at Texas State University a minimum of nine (9) credit hours.
- Maintain a minimum cumulative GPA of 2.8 throughout participation.
- Not be on academic probation or have any disciplinary record or pending charges with the University judicial system.
- Commit to the Program for one full academic year (Fall and Spring semesters).
- Have all social media accounts set to public during the duration of participation.
- Add [campus verification to TikTok account](#), [class listing to Instagram account](#)
- Instagram accounts must add @TXST as a paid partnership label, #BobcatCreators, and #TXST to all Creator posts due to [Instagram policy](#). YouTube videos must include #BobcatCreators, #TXST, and the [“Paid Promotion” designation](#) under video settings. TikTok posts must include #BobcatCreators and #TXST on all creator posts.
- Ensure content follows [FTC Guidelines for Creators](#)

### 2. Content Expectations and Guidelines

- Produce and deliver 5–8 videos per year (content deliverables).
- Post an official introduction graphic upon acceptance to the Program.
- Share University news and information and authentically highlight student life at TXST, including campus events, academics, and student involvement.
- Attend at least three (3) university events per year (e.g., sports events, campus life activities, any event that is open to everyone and not member-only) for content capture.
- Submit all content for review and access. Send a direct email to the program manager when new content is uploaded.
- Comply with TXST branding and content posting guidelines and policies.
- Comply with the [university student code of conduct](#).
- Refrain from posting any social media content across any of your channels that includes drugs, alcohol, profanity, politics, or other inappropriate material during your time as a Creator. Sharing this kind of content while representing the program will result in automatic termination from the program and no further fees will be paid out.
- Refrain from wearing other university-affiliated clothing or attire in your content.

### 3. Payment Structure

- Payment Method: Payment will be made per video delivered.
- Flexibility: Creator may submit between 5–8 videos per year.

Rate per Video	Example (5 Videos)	Example (8 Videos)
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\$250	\$1,250	\$2,000
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- Contingency: Payment is contingent upon submission of agreed-upon deliverables. If deliverables are not met, final installment will not be issued.

### 4. Content Ownership and Usage

- Creators grant Texas State University co-ownership rights of all content produced under this Program.
- Content may be used in University recruitment materials, social media, marketing, or other official University platforms.
- Content may be posted to TXST flagship accounts and TXST Admissions accounts.
- Creator agrees that all deliverables are work-for-hire and may be reused by the University without additional compensation.

### 5. Participation and Meetings

- Creator must attend at least two (2) meetings per year with the University's Marketing and Communications team.
- Creators must be available upon request for scheduled content shoots or interviews.
- Creators are expected to complete monthly assignments/tasks as designated by the MarComm team.
- Only one absence will be excused per year, provided a valid reason is submitted in advance.

### 6. Conduct Standards

- Represent Texas State University with professionalism, enthusiasm, and true Bobcat Pride.
- [Follow university student code of conduct](#).
- Be enthusiastic, responsible, dependable, punctual, and committed to the University's mission and vision.
- Avoid actions or content that may bring disrepute to themselves, their peers, or the University.

### 7. Termination

- The University reserves the right to terminate this Agreement if the Creator fails to meet eligibility requirements, fails to deliver agreed-upon content, or violates conduct or brand standards.
- Student creators can opt to terminate their contract if they no longer wish to participate in the program.
- Termination Payment Clause: If termination by either party occurs, the Creator will be paid for any content submitted and approved prior to the termination date. No further payment will be issued for content produced or submitted after termination.

### 8. Additional Terms

- Non-Compete: Creators agree not to represent or promote competing universities or other brands that do not align with the university's mission during their participation.

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- FERPA & Privacy: Creators agree to uphold student privacy in compliance with University and federal privacy regulations.
- Social Media Disclaimer: While posts reflect the Creator's own voice, participation in the Program means that Creators are also representing Texas State University in their social media presence.