

Pannónia Correspondent Call for Applications

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1. Purpose of the Call for Applications

The purpose of the **Pannónia Correspondent Call** is to strengthen networking among participants of the Pannónia Scholarship Programme and increase commitment to international mobility through authentic and inspiring social media content created by the scholarship recipients. The aim is to spark mobility ambitions, foster alumni engagement, and disseminate best practices. The content should reflect personal growth, academic and/or research experiences, internships, and professional activities abroad, as related to the Pannónia Programme.

2. Eligible Applicants

The call is open to all students currently abroad or preparing to go abroad as part of any type of mobility within the **Pannónia Scholarship Programme**.

3. Application Requirements

To apply, candidates must submit the following:

- **Application form:** <https://limesurvey.tpf.hu/index.php/938669?lang=hu>
- **Short introduction** (max. 3000 characters or a max. 2-minute video):
Introduce yourself briefly: who you are, which institution you study at and what you study, your mobility destination and purpose (study/research or internship), why you want to become a Pannónia Correspondent, and on which social media platforms you are currently active (including profile links).
- **Reporting plan:** Use the template provided in the annex.

4. Implementation Period

The correspondent activities must be carried out throughout the entire mobility period. Applications are accepted on a rolling basis from **April 25, 2025**, until the call is withdrawn or funding is exhausted.

5. Eligible Activities

The call supports correspondent activities that:

- Reflect the goals of the Pannónia Scholarship Programme;
- Strengthen cohesion and interactions between correspondents and other students in the Pannónia Programme or other international mobility schemes;
- Showcase best practices that can be used during international mobility, or ways to avoid ineffective practices;
- Promote networking based on geographical, professional, or other relevant characteristics highlighted in the posts;
- Support correspondents' preparation for future alumni activities;
- Showcase students' international experiences, studies, internships, or research activities;
- Inspire young people to build connections, participate in international mobility, and utilize their experiences upon return.

Minimum of 3 posts per week (photo and caption or video) from the following themes: Personal experiences abroad, academic or workplace insights, community life, international networking, do's and don'ts (sharing best and worst practices), encouraging mobility through personal experiences, local culture, travel, entertainment.

Posting expectations based on mobility duration:

1. **Short-term mobility:**
 - 5+ days: at least 2 posts per week
 - 2–3 days: at least 1 post
2. **Long-term mobility:**
 - At least 3 posts per week throughout the mobility period

Additional requirements for posts and user profiles:

- All traditional posts must include **at least one image/video and a caption**.
- Text content must not exceed **500 characters**.

- Videos do not require text, but make sure music used is **legally permitted**.
- Use of specified **hashtags is mandatory** (hashtags do not count towards the character limit). Additional hashtags may be used if aligned with the programme's mission: supporting young people's international study, internship, or research experience.
- Follow the Pannónia Scholarship Program channels (on the platform where you are active as a Correspondent).
- When posting on Instagram (including both posts and Reels), you are required to invite the @pannonia_osztondijprogram account as a collaborator. If this feature is available on TikTok as well, the same rule is required.
- Posts must not be deleted and should be **retained for at least two years** after the end of mobility.
- Posts must be **publicly visible** to all users.
- Comments and sharing options may be restricted to friends/followers **only with justification**. Tempus Public Foundation must be notified **at the time of publication/modification**. If the Foundation rejects the justification, the post will not count as a correspondent activity. If there is no feedback within 15 days, the restriction will be considered approved.
- The correspondent's profile must be **publicly accessible** according to the platform's rules (posts must be viewable without requiring follow/friend requests).
- Correspondents must use their **personal, existing profiles**. Creating a separate account for this activity is **not allowed**.

Tempus Public Foundation reserves the right to reuse and share the posts freely across its official channels for the purpose of promoting the scholarship programme.

Examples of Posts:

Facebook/Instagram

- **Traditional post (image + caption):**
 - Image/carousel: Photo(s) by the scholarship recipient showing students abroad, the author, local landmarks, or happy moments in a classroom, with a short description.
 - Example: A photo of a coffee mug in a local café with a brief caption describing a new experience or a great place.
- **Video post:**
 - A short video showing cultural or academic daily life in the host city, campus tour, etc.

TikTok

- **Visual:** Fast transitions showing suitcase packing, boarding, exploring the university, students in the university town
- **Audio:** Upbeat, trendy music

Legal Compliance

- Make sure your posts comply with all **legal and ethical standards**. Although this is not influencer work, it is **sponsored content creation**, so follow the platform’s guidelines.

Important: Your posts must fulfill the correspondent criteria described in this guide and should **positively inspire** current and future participants of the programme!

6. Financial Source and Scholarship Amount

<i>Type of Mobility</i>	<i>Scholarship Amount</i>	<i>Posting Requirement</i>
<i>Short-term</i>	HUF 3,000/day	Min. 2 posts/week (for mobilities lasting 2–3 days, at least 1 post is required)
<i>Long-term</i>	HUF 80,000/month	Min. 3 posts/week

Selected correspondents will have the opportunity to be featured on the programme’s **official channels** through their content.

7. Submission of Application and Rectification of Deficiencies

Applications may only be submitted online via the designated application form. After verifying the submitted documents, applicants with incomplete or formally incorrect applications will receive a request to correct the deficiencies.

- Time available for rectification: **5 working days** from the notification.
- Failure to correct deficiencies will result in **rejection of the application**.

8. Decision and Evaluation Criteria

Applications will be evaluated by staff members of the **Tempus Public Foundation**, taking into account the creativity of the submitted reporting plan, the social media activity of the selected profile(s), and the applicant’s attitude toward the program. Applicants will be notified individually by email no later than **15 working days** after the application. Decisions are based exclusively on the professional criteria below, with a **maximum score of 50 points**.

Evaluation Criteria	Max. Points	Details
1. Social media activity	0–10 points	At least 2 posts, videos, or stories on any of the indicated platforms in the past month: <ul style="list-style-type: none"> – No activity: 0 points – 1 post: 5 points – At least 2 posts: 10 points
2. Introduction (video or written)	0–20 points	Two equally weighted sub-criteria (scored between 1–10 points each): <ul style="list-style-type: none"> – Creativity and originality (max. 10 points) – Communication skills, quality of digital/oral execution (max. 10 points)
3. Reporting plan	0–20 points	<ul style="list-style-type: none"> – Creativity and authenticity (max. 5 points) – Visual and textual quality (max. 5 points) – Proficiency in platform use (e.g., hashtags, editing, interaction) (max. 5 points) – Language: inclusive, friendly, engaging (max. 5 points)

Format of the Introduction

- Applicants may freely choose between a **video** or **written** introduction.
- Priority is given to submissions that are visually appealing and connect easily with the target audience (e.g. participants of the Pannónia Scholarship Program, young social media users from specific regions or disciplines).

Guide for the Introduction Video

Purpose of the Video

To get to know who you are, your personal communication style, and what motivates you to become a **Pannónia Correspondent**. It should be casual yet thoughtful – it doesn't need to be perfect but should reflect your personality and enthusiasm.

Length of the Video

- Minimum 1 minute, maximum 2 minutes.

Suggested Structure:

1. **Name, field of study (university, program), scholarship destination.**
(e.g. “Hi, I’m Anna Kovács, a special education student, and I’m going to Spain with the Pannónia Scholarship.”)
2. **Why did you apply for the Pannónia Correspondent program?**
(What does storytelling, social media, and sharing experiences mean to you?)
3. **What type of content do you plan to create?**
(e.g. study life, travel, culture, challenges – what perspective will you bring?)
4. **What experience do you have with social media?**
(Do you have a preferred platform? e.g. TikTok, Instagram, YouTube – it’s okay if you don’t have many followers!)
5. **What personal trait do you think makes you a good fit for this role?**
(Enthusiasm, creativity, humor, thoughtfulness, etc.)

Technical Recommendations

- Portrait or landscape format is acceptable (depending on platform).
- Use natural light or a well-lit environment.
- A smartphone is sufficient – no professional equipment needed.
- Ensure clear audio (quiet background if possible).
- Music is not required, but if used, it must be royalty-free.

Additional Tips for Applicants

- Don’t read from a script – speak naturally as if addressing your followers!
- Smile and be yourself – this is an opportunity, not an exam!
- If you make a mistake, don’t feel you have to re-record – authenticity is a plus.
- You may upload your video to YouTube or Drive and share the link.

Grounds for Disqualification

- The applicant is not a participant of the Pannónia Scholarship Program.
- The application remains incomplete after the rectification deadline (e.g. missing reporting plan or social media activity proof).
- Providing false or fake social media accounts.

- The submitted account is private and access is not granted.

Decision: Applications are reviewed on a rolling basis. Decisions are made by a dedicated working group at Tempus Public Foundation, authorized by the Foundation's Board of Trustees.

Sample Evaluation (Fictional Applicant)

- Social Media: 3 posts in the last month → **8 points**
- Motivation Video: **17 points**
 - Creativity: 8/10
 - Communication Skills: 9/10
- Reporting Plan: **18 points**
 - Creativity and authenticity: 4/5
 - Visual and textual quality: 5/5
 - Platform proficiency: 4/5
 - Language: 5/5

→ **Total: 45/50 points – strongly recommended for support**

9. Information and Legal Remedies

Further information about the call is available on the official website and social media platforms of the **Tempus Public Foundation**.

Inquiries may be sent to:  pannoniatudosito@tpf.hu

If the applicant believes that the application procedure or funding decision involved a legal violation, they may submit a written complaint to the Tempus Public Foundation within **10 days** of receiving the decision, and no later than **30 days** from the presumed legal violation. Missed deadlines cannot be justified with a request for remedy.

10. Tone and Style of Social Media Posts

Tone and Style:

- Friendly, encouraging, and professional.
- Use language that speaks to a diverse audience of students.

What to Do:

- Use clear, eye-catching visuals (readable captions, good photos, stickers, emojis, etc.)

- Encourage students to apply – highlight the benefits such as international experience and personal growth.
- Use hashtags and platform-specific features (e.g. Reels on Instagram, Stories, TikTok trends).
- Indicate clearly that you are sharing content as a **participant of the Pannónia Scholarship Program** and a **Pannónia Correspondent supported by the program**.

✘ What Not to Do:

- Don't use overly formal or bureaucratic language.
- Don't share irrelevant content unrelated to the scholarship.
- Don't spread incorrect information about the program.

📌 What to Post:

- Primarily post about your **studies, internship, or professional field**.
- Share key moments from the program (e.g. learning or research settings, cultural events, new friendships or experiences), as well as the **opportunities and impacts** it offers.
- Use stories for updates from your trip or memorable moments, but **save them as highlights** so they're visible after 24 hours.
- Share **inspiring messages** about what mobility means to you in terms of personal and professional development.
- Talk about **challenges** and how you overcame them.

What *not* to post

- ✘ Content that is offensive, negative, or harmful to the reputation of the scholarship program.
- ✘ Posts that include overly personal or private data (e.g. your home address, sensitive personal information).
- ✘ Content related to alcohol or other mind-altering substances, or any activity that violates Hungarian law—even if it is legal in your host country.

Hashtags

Always include the following hashtags in your posts:

- #PannóniaÖsztöndíjprogram
- #PannóniaÖsztöndíj
- #MiaVilágraNyitunk
- #PannóniaTudósító

Platforms

You are encouraged to share your content on the following platforms:

- Instagram
- TikTok
- Facebook

11. Data protection

The personal data submitted during the application process will be used by the Tempus Public Foundation exclusively for evaluating and administering the scholarship program. Data processing complies with current data protection regulations. Applicants may request the deletion of their personal data; however, doing so will result in exclusion from the program.

Data Protection Notice:

https://pannoniaosztondij.hu/pannonia_tudosito_adatvedelmi.pdf

The Tempus Public Foundation is entitled to freely use and share the submitted correspondent content on its own communication platforms, with proper credit given to the author.