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# Yarl IT Hub's Digital Content Creators(DCC) Accelerator FAQs

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1st Cohort

## **Accelerator Program for Digital Content Creators**

### **Who is a Digital Content Creator?**

A digital content creator is someone who creates digital content for entertainment or educational purposes and expresses or distributes them via digital medium or channel . They usually target a specific end-user/audience in specific contexts. A content creator can contribute any format: blogs, news, image, video, audio, email, social updates, and other related content.

### **What is the YGC Digital Content Accelerator Programme?**

YGC Digital Content Accelerator provides intensive and time-limited support for cohorts of Digital content creators to scale and monetize their content. The education, resources and mentorship needed to promote what might otherwise be several slow years of growth into a few short months. This will be an accelerator to enhance the portfolios of content creators and artists and make them a part of the creator economy.

### **Who is it for ?**

Anyone who is passionate about content creation or willing to start a career in digital content creation or anyone who is already a creator can apply.

### **Do I have to be already a content creator to get into this program ?**

Not necessarily. People who are creative and passionate about content creation and people who are looking to build a career in digital content creation can apply.

### **What are the expected program commitments ?**

Upon selection, creators will be asked to commit to:

- An onboarding session
- Meet & greet opportunities with fellow creators
- Weekly programming and update meetings with the DCC Accelerator team
- Fortnight mentoring session with assigned mentors

### **What do program participants receive?**

Participants in DCC Accelerator Program receive mentoring, recognition and resources. Specifics include:

- Weekly monitoring
- Mentoring from expert creators and Creator Managers
- Networking with recognized digital content creators and experts

### **How many people will be selected?**

The program participants may vary according to the need and availability.

### **Can I apply more than once?**

This is the very 1st cohort and hereafter, if they have been selected for a cohort they can't apply for the next cohorts.

### **What are the criteria for the application?**

We are asking applicants to submit the application form attached to this page. Creators will be holistically evaluated on four key areas:

- **Creativity:** Does the creator have an original and compelling vision for content creation and building community? Do they demonstrate an ability to leverage video and or other media in an engaging, helpful, quality way?
- **Passion:** Does the creator focus on something helpful within the world of work? Will they spark meaningful conversations?
- **Commitment:** Does the creator have a thoughtful and specific plan for bringing their content to life?
- **Impact:** Does the creator's focus align with DCC accelerator program's vision and mission of creating economic opportunity for the communal workforce? Will content resonate and engage their target audience? Have they demonstrated an ability to build community on or off social media?

**Have a question we haven't covered? Reach out at [event@yarlithub.org](mailto:event@yarlithub.org) or**

**(+94)76 767 3158**