ACADEMIA ALFA 10 ENGLISH ACADEMY
C/ Selma Lagerloff, 15 - 28021 Madrid
91 798 18 20 - Villaverde Bajo

Alfa10 Influencer Challenge

Official Guidelines and Terms of Participation

1. Purpose of the Project

The Alfa10 Influencer Challenge is an optional educational project designed to give students the opportunity to use English in an authentic, real-world environment throughout the academic year.

Participants will create and manage a public Instagram account focused on a topic of personal interest, using English as the primary language of communication. The project aims to promote creativity, digital literacy, consistency, communication skills and confidence in English.

Whether your interests lie in gaming, sport, technology, literature, science, travel, art, fashion, music or any other field, this challenge is an opportunity to share your interests with a wider audience while actively using English outside the classroom.

2. Participation

Participation in the challenge is entirely voluntary and has no impact on academic assessment, grades or course progression.

Participants must:

- Be at least 16 years old.
- Be enrolled as a student at Academia Alfa 10.
- Comply with these guidelines and with Instagram's Terms of Use and Community Guidelines.

Students are encouraged to discuss participation with their parents or legal guardians before joining the challenge if they are underage.

3. Platform Requirements

The challenge will be conducted exclusively on Instagram.

Participants must:

- Create a dedicated Instagram account specifically for this project.
- Keep the account public throughout the challenge.
- Follow @Alfa10English.
- Mention @Alfa10English in every published post.
- Include the following statement in their profile biography:

  This is an English project from Academia Alfa 10 - Madrid @Alfa10English

Personal accounts should not be used for the project.

4. Use of English

The principal objective of the challenge is the use of English in real communication contexts.

All content created by participants must be written in English, including:

- Profile descriptions
- Posts
- Captions
- Stories
- Comments
- Replies
- Direct messages related to the project

Occasional mistakes are expected and form part of the learning process.

5. Minimum Activity Requirements

Participants are expected to publish a minimum of three posts per week throughout the duration of the project.

Additional content such as Stories, Reels and other Instagram formats is encouraged but not mandatory.

Regular participation and consistency are considered key elements of the challenge.

6. Privacy and Anonymity

A core element of the project is the protection of students' privacy.

Participants must remain anonymous and must not publish, disclose or reveal any personal information.

This includes, but is not limited to:

- Names and surnames
- Personal photographs
- Telephone numbers
- Email addresses
- Home addresses
- School information
- Workplace information
- Location data
- Dates of birth
- Personal social media accounts
- Identification documents
- Family information
- Any information that may reasonably allow identification of the participant

Participants are expected to exercise good judgement and prioritise their online safety at all times.

7. Content Guidelines

Participants are encouraged to create content that is informative, creative, entertaining and respectful.

The following are permitted:

- Original content
- Drawings and illustrations
- Photographs of objects
- Graphics and infographics
- Animations

- AI-assisted content
- Videos showing hands only

The following are not permitted:

- Images or videos revealing the participant's face
- Use of the participant's real voice
- Images or recordings of other real individuals
- Content that reveals personal information
- Content recorded in private environments that may compromise privacy
- Offensive, discriminatory or inappropriate content
- Harassment, bullying or intimidation
- Dangerous activities or challenges
- Content that infringes copyright or intellectual property rights

8. Artificial Intelligence

Artificial intelligence tools may be used as part of the creative process.

Examples include:

- Image generation
- Video generation
- Graphic design
- Voice generation
- Character creation
- Content planning
- Brainstorming and idea generation

Whenever AI has been used, participants must clearly disclose it.

Examples include:

- Image created with AI.
- AI-assisted content.
- Video generated with AI.

Transparency regarding the use of AI is a mandatory requirement of the challenge.

9. Virtual Influencers

Participants may create fictional influencers or virtual characters as part of the project.

Such characters must be clearly identifiable as fictional creations and should not be designed to resemble or imitate real individuals.

Stylised, animated, caricatured or obviously artificial characters are encouraged.

Participants must not attempt to present AI-generated characters as real people.

10. Monitoring and Educational Use

Teachers from Academia Alfa 10 may follow participant accounts in order to support the educational objectives of the project and monitor progress.

Examples of student work may occasionally be discussed during lessons as examples of communication strategies, creativity, language use or content creation techniques.

No formal assessment will be associated with participation.

11. Recognition Awards

At the end of the academic year, recognition awards may be presented to participants.

Factors that may be considered include:

- Consistency
- Creativity
- Audience growth
- Engagement
- Quality of communication
- Effective use of English

The purpose of the challenge is not simply to gain followers but to develop communication and content creation skills through English.

12. Intellectual Property and Use of Content

Participants retain ownership of the original content they create.

However, by participating in the Alfa10 Influencer Challenge, participants grant Academia Alfa 10 a non-exclusive, perpetual, worldwide, royalty-free and unrestricted licence to view, reproduce, adapt, display, distribute, publish and use any content created as part of

the project for educational, academic, institutional and promotional purposes related to its teaching activities.

Such use may include, but is not limited to:

- Classroom activities
- Educational resources
- Teacher training
- Presentations
- Workshops
- Conferences
- Academic publications
- Printed materials
- Promotional campaigns
- Social media content
- Website content
- Marketing and communication initiatives

Whenever reasonably possible, Academia Alfa 10 will use such content in a manner consistent with the anonymity requirements established by this project.

13. Participation, Responsibility and Liability

The Alfa10 Influencer Challenge is an educational activity intended to encourage responsible content creation and authentic use of English.

Participants are solely responsible for the management of their Instagram accounts, for the content they publish and for their interactions with third parties on the platform.

Academia Alfa 10 provides guidance, recommendations and educational support but does not manage participant accounts or supervise activity in real time.

Participants and, where appropriate, their parents or legal guardians are responsible for ensuring compliance with:

- Instagram policies
- Applicable laws and regulations
- Privacy and online safety recommendations
- The guidelines established in this document

Academia Alfa 10 shall not be responsible for:

- Decisions taken by Instagram or other third-party platforms
- Account suspension, restriction or deletion
- Interactions between participants and third parties
- Content independently published by participants
- Failure to follow privacy recommendations
- Breaches of platform rules or legal obligations by participants

Participation in the challenge implies acceptance of these guidelines and acknowledgement that responsibility for account management remains with each participant.

14. Amendments

Academia Alfa 10 reserves the right to modify, update, suspend or terminate the project, as well as these guidelines, at any time if deemed necessary for educational, organisational, legal or safety reasons.

Final Statement

The Alfa10 Influencer Challenge is an opportunity to create, communicate and explore new ways of using English in a real-world context.

We look forward to seeing the creativity, ideas and projects that emerge throughout the year.

Create. Communicate. Grow. In English.



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Reto Influencer Alfa10

Normas Oficiales y Condiciones de Participación

1. Finalidad del Proyecto

El Reto Influencer Alfa10 es un proyecto educativo opcional diseñado para ofrecer a los estudiantes la oportunidad de utilizar el inglés en un entorno auténtico y real durante todo el curso académico.

Los participantes crearán y gestionarán una cuenta pública de Instagram centrada en un tema de interés personal, utilizando el inglés como lengua principal de comunicación. El proyecto pretende fomentar la creatividad, la competencia digital, la constancia, las habilidades comunicativas y la confianza en el uso del inglés.

Tanto si te intesan los videojuegos, el deporte, la tecnología, la literatura, la ciencia, los viajes, el arte, la moda o cualquier otra temática, este reto busca ofrecer un espacio para compartir conocimientos e intereses utilizando el inglés de forma real.

2. Participación

La participación es completamente voluntaria y no tendrá ningún efecto sobre las calificaciones académicas ni la evaluación del alumnado.

Los participantes deberán:

- Tener al menos 16 años.
- Ser estudiantes de Academia Alfa 10.
- Cumplir las presentes normas y las Condiciones de Uso y Normas de la Comunidad de Instagram.

Se recomienda que los alumnos comenten su participación con sus padres o tutores legales antes de comenzar el proyecto en caso de ser menores de edad.

3. Requisitos de la Plataforma

El reto se desarrollará exclusivamente en Instagram.

Los participantes deberán:

- Crear una cuenta específica para el proyecto.
- Mantener la cuenta pública durante toda la actividad.
- Seguir a @Alfa10English.
- Mencionar a @Alfa10English en todas las publicaciones.
- Incluir el siguiente texto en la biografía:

  This is an English project from Academia Alfa 10 - Madrid @Alfa10English

No deberán utilizarse cuentas personales para participar.

4. Uso del Inglés

El objetivo principal del reto es el uso del inglés en situaciones reales de comunicación.

Todo el contenido generado deberá realizarse en inglés, incluyendo:

- Biografía del perfil
- Publicaciones
- Descripciones
- Historias
- Comentarios
- Respuestas
- Mensajes directos relacionados con el proyecto

Los errores forman parte natural del aprendizaje y son perfectamente aceptables.

5. Actividad Mínima

Los participantes deberán publicar un mínimo de tres publicaciones semanales.

Se anima a utilizar otros formatos como Stories o Reels, aunque no son obligatorios.

La regularidad y la constancia serán aspectos importantes del proyecto.

6. Privacidad y Anonimato

La protección de la privacidad es uno de los pilares fundamentales del reto.

Los participantes deberán mantener su anonimato y evitar compartir cualquier dato personal.

Esto incluye, entre otros:

- Nombre y apellidos
- Fotografías personales
- Número de teléfono
- Correo electrónico
- Dirección postal
- Información del centro educativo
- Información laboral
- Ubicación geográfica
- Fecha de nacimiento
- Cuentas personales en redes sociales
- Documentación identificativa
- Información familiar
- Cualquier dato que permita identificar razonablemente al participante

7. Uso de Inteligencia Artificial

Se permite el uso de herramientas de inteligencia artificial como apoyo al proceso creativo.

Siempre que se utilice IA en la creación de contenido, deberá indicarse de forma clara y visible.

8. Derechos de Uso del Contenido

Los participantes conservarán la autoría de los contenidos originales creados.

No obstante, la participación en el proyecto implica la concesión a Academia Alfa 10 de una licencia no exclusiva, gratuita, mundial, permanente e ilimitada para utilizar, reproducir, adaptar, mostrar, distribuir y publicar los contenidos generados dentro del reto con fines educativos, académicos, institucionales y promocionales relacionados con su actividad docente.

Este uso podrá incluir, entre otros:

- Actividades educativas
- Materiales didácticos
- Formación del profesorado
- Conferencias
- Ponencias
- Publicaciones académicas
- Redes sociales
- Sitio web
- Material promocional
- Campañas de comunicación

Siempre que sea razonablemente posible, dicho uso respetará el carácter anónimo del proyecto.

9. Responsabilidad

La gestión de la cuenta y los contenidos publicados será responsabilidad exclusiva de cada participante. Academia Alfa 10 proporcionará orientación y seguimiento educativo, pero no gestionará las cuentas ni supervisará su actividad en tiempo real.

Los participantes y, en su caso, sus familias o tutores legales, serán responsables de garantizar el cumplimiento de las normas de Instagram, de la legislación aplicable y de las recomendaciones de seguridad y privacidad.

10. Disposición Final

Academia Alfa 10 se reserva el derecho a modificar, actualizar, suspender o finalizar el proyecto y las presentes normas cuando resulte necesario por razones educativas, organizativas, legales o de seguridad.

Declaración Final

El objetivo de este proyecto no es únicamente conseguir seguidores.

Es una oportunidad para comunicar, crear, experimentar y utilizar el inglés en un contexto auténtico y significativo.

Crear. Comunicar. Crecer. En inglés.