

DIVE Clipping Campaign

Rules

- **Rate:** \$1 per 1,000 verified views
- **Payout Threshold:** Clip must hit **7,000 views** minimum to qualify for payout (\$7 minimum)
- **Payout Cap:** **200,000 views** per clip maximum (\$200 max per clip)
- **Requirement:**
 - Must be fully dedicated to DIVE Studios' contents (podcasts, artist interviews etc.)
- What type of pages to post on?
 - **Theme Pages (Kpop)** - Tag *DIVE Studios* in every video caption you post with DIVE's content.
 - **Dedicated Page** - This means the page's name, username, and profile picture must be related to DIVE Studios (eg: DIVEfans, DIVEClips)
 - **Bio Requirement:** Must include a clickable link to DIVE Studios' official channel/campaign page in bio
 - <https://www.instagram.com/thedivestudios>
 - <https://www.tiktok.com/@divestudios>
 - <https://www.youtube.com/@DIVEpods>
- **Hashtags:** #divestudios #divefamily #[show's name]
- **Audience:** From tier 1 countries required, focusing on USA
- **Minimum Length:** 10 seconds
- **No botting or fake views/engagement.** Any page caught buying views, likes, or followers will be removed from the campaign and will not receive any payouts.
- No NSFW, sexual, aggressive, weird, mean or rude content towards any person, no spamming the same clip across accounts, no collab posts.
- **Posting:** You can only post a clip once per platform. No spam posting.

Campaign Goal

Objective: Drive maximum organic reach and audience growth for DIVE Studios' shows and platforms (Tiktok, Youtube, Instagram).

Content Style

- Only clips featuring DIVE Studios hosts, guests, and show moments are allowed.
- Content should feel organic, entertaining, and highly engaging. Gen Z vibe.
- Original edits only. Low-effort/slop edits will be rejected.
- Use English-language captions and on-screen text.
- Avoid country-specific slang from outside the target regions.
- Tag locations as US cities when relevant.

Caption Ideas

- "[talent] really said the quiet part out loud 😭"
- "This Just DIVE moment sent me 💀"
- "The chemistry on this podcast is unreal 🔥"

Resources

- [Assets](#)
- Example Clips:
 - <https://www.instagram.com/p/DajYvMgTZwP/>
 - https://www.instagram.com/p/DZa2_GjiG_I

Register & Payouts (Once video passed minimum views)

- Include:
 - Audience demographics recording (screenshot or screen recording)
- Payments are:
 - Automatically processed via Content Rewards
- Clips are tracked by the platform, not manually. Make sure your page is linked correctly before posting.
- Submit your video within 30 minutes of posting on Whop