



Ministry of Culture, Sports  
and Tourism

**K-influencer**  
Academy

# **K-influencer Academy**

## **Platform Introduction**

# K-influencer Academy Platform

A brand-new digital learning hub delivering an integrated experience of learning, execution, and growth

Welcome to K-influencer Academy!



K-influencer Academy

The calendar displays the start date.  
● Mission, ● Event/Workshop, ● Education VOD, ● ETC

May 2026 < > For detailed schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

09:43:41 PM  
May 14, 2026 (Thu) KST

Check announcements

Access and download key resources

Check FAQs

## Purpose

- 1 View All Announcements
- 2 Submit Mission Videos & Check Results
- 3 Watch Educational VODs (Video on Demand)
- 4 Apply for Events & Workshops
- 5 Support & Inquiry

# K-influencer Academy Platform

## First-Time Login Requirements

Upon first login, users will be required to complete three consent steps: Terms of Service, Privacy Policy, and Personal Information Consent. After changing the password, users will be able to access the platform.

### Notice

You can use the service after agreeing to the Terms of Service and changing your password.

OK

**Users must agree to all three consent items in order to use the platform services.**

#### Terms of Service (Required)

Please read the information carefully and check whether you agree or not.

Agree  Disagree

#### Collection and Use of Personal Information (Required)

Please read the information carefully and check whether you agree or not.

Agree  Disagree

#### Provision of Personal Information to Third Parties (Required)

Please read the information carefully and check whether you agree or not.

I agree to all of the above.

Agree  Disagree

Next

### Terms of Service Agreement

You can use the service after agreeing to the Terms of Service and changing your password.

#### New Password \*

Enter your new password.

8-20 characters including letters, numbers, and special characters (-, !, @, #, \$, %, ^, &, \*, (, ), ~).

#### Confirm New Password \*

Re-enter your new password.

Back

Submit

# K-influencer Academy Platform: Key Components

## About the Academy Section

A section featuring the Academy Overview, History, and Code of Ethics.

1 About the Academy

Education VOD

Mission

Events & Workshop

Support




My Page

### About the Academy








#### Academy Overview

#### Code of Ethics for K-influencers

#### Academy Overview

 What is K-influencer Academy	<p>K-influencer Academy is an annual program designed to support global creators in producing Korean cultural content and growing their channels through training courses and mission-based activities focused on content creation.</p> <p>This program is organized by the Ministry of Culture, Sports and Tourism of Korea and aims to spread Korean culture around the world with K-influencers.</p>								
 Who It's For	<ul style="list-style-type: none"><li>Global influencers and content creators</li><li>Creators interested in Korean culture and K-content</li><li>Individuals who operate a YouTube channel and are capable of producing video content</li></ul>								
 Why Join	<table><tbody><tr><td>Learning</td><td>Training to enhance content planning and production skills</td></tr><tr><td>Collaboration</td><td>Networking with other creators who like Korea from all over the world</td></tr><tr><td>Creation</td><td>Producing content based on Korean culture and getting feedback from experts</td></tr><tr><td>Sharing &amp; Promotion</td><td>Sharing created content and reaching global audiences through various channels</td></tr></tbody></table>	Learning	Training to enhance content planning and production skills	Collaboration	Networking with other creators who like Korea from all over the world	Creation	Producing content based on Korean culture and getting feedback from experts	Sharing & Promotion	Sharing created content and reaching global audiences through various channels
Learning	Training to enhance content planning and production skills								
Collaboration	Networking with other creators who like Korea from all over the world								
Creation	Producing content based on Korean culture and getting feedback from experts								
Sharing & Promotion	Sharing created content and reaching global audiences through various channels								

#### Academy History

	<b>2026</b> - 4,184 applicants from 134 countries
	<b>2025</b> - 1,303 members from 95 countries
	<b>2024</b> - 1,253 members from 97 countries
	<b>2023</b> - 1,930 members from 105 countries
	<b>2022</b> - 1,856 members from 103 countries
	<b>2021</b> - 1,224 members from 76 countries
	<b>2020</b> - 620 members from 72 countries

# K-influencer Academy Platform: Key Components

## About the Academy Section

A section featuring the Academy Overview, History, and Code of Ethics.

1

About the Academy

Education VOD

Mission

Events & Workshop

Support

My Page

## About the Academy

Academy Overview

Code of Ethics for K-influencers

## Code of Ethics for K-influencers

### I. Background and Purpose

#### Purpose

This Code is intended to raise a sense of responsibility among participating content creators in complying with applicable laws and regulations, ensure the integrity of all produced content including videos and photographs, and establish a response framework for potential issues such as the spread of misinformation and copyright infringement as well as respect for diversity.

- Promote transparency, safety, mutual respect and positive social engagement

To build a **participant management system** and provide a clear direction for stable production of content and operations by specifying disciplinary measures, corrective actions and requirements for improvement in cases of policy violations.

### II. Main Provisions

To properly represent the Ministry of Culture, Sports and Tourism, K-influencers shall uphold the honor and reputation of the Republic of Korea and the K-influencer program. Through their content, K-influencers shall contribute to introducing Korea to the world and promoting cultural exchange. K-influencers acknowledge the social and ethical responsibilities associated with their content and shall refrain from creating content that violates fundamental social ethics and norms. To that end, K-influencers hereby pledge to observe the following principles:

#### Article 1. Accuracy of Information

- No creation of content based on false, distorted or unverified information
- Refraining from the use of malicious expressions, prejudice and provocative language and ensuring all information is accurate and accompanied by proper source attribution

# K-influencer Academy Platform: Key Components

## Education VOD Section

A section featuring educational videos covering everything from planning to distribution. A total of 20 courses—10 basic and 10 advanced—are released sequentially each month to support continuous learning and skill development.

About the Academy

2

Education VOD

Mission

Events & Workshop

Support

My Page

## Education VOD

Education VOD

Notices

Community

## Education VOD

All Basic Advanced

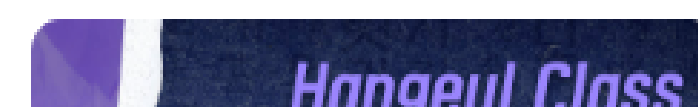
Course Name

Q Search

Total 9

Latest

Show 10



# K-influencer Academy Platform: Key Components

## Mission Section

A section where users can review mission guidelines—including details and evaluation criteria—and submit their videos.

About the Academy

Education VOD

3

Mission

Events & Workshop

Support

My Page

### Mission

Mission Submission

Notices

Community

### Mission Submission

Mission Name

Total 1

First Mission "DO YOU KNOW KOREA?"

In Progress

### • Mission Submission

YouTube(Mandatory) \*

+ Add

Instagram

+ Add

TikTok

+ Add

# K-influencer Academy Platform: Key Components

## Events & Workshop Section

A section where users can access information and apply for events—invitational events, Boot camp, and closing ceremony — as well as online workshops.

Recorded sessions are also available for viewing.

About the Academy

Education VOD

Mission

4

Events & Workshop

Support

My Page

## Events & Workshop

Event & Workshop Application

Event & Workshop VOD

Notices

Community

## Event & Workshop Application

All Event Workshop Seminar

Course Name

Enter course name.

Q Search

Total 1

Latest

Show 10

Applicants  
4 / 100

Event

The 2026 K-influencer Induction Ceremony & Orientation

Closed

Registration Period 2026-05-05 ~ 2026-05-05

Event Schedule 2026-05-07 ~ 2026-05-07

# K-influencer Academy Platform: Key Components

## Support Section

A section where users can view announcements regarding platform usage, system issues, and other important updates. Users can also access support resources, such as user manuals and AI trend reports, as well as key FAQs for quick reference.

About the Academy

Education VOD

Mission

Events & Workshop

5

Support

My Page

## Support

### Notices

### Resources

### FAQ

## Notices

All Site Usage System Error Other

Title / Content Enter search keyword

Search

## FAQ

All Education VOD Missions Events & Workshops Site Usage System Error Other

# K-influencer Academy Platform: Key Components

## My Page Section

A section where users can track their activities across missions, events&workshops, and Education VODs. Users can check their mission results, application statuses, and viewing history.

**Navigation:** About the Academy, Education VOD, Mission, Events & Workshop, Support, **6 My Page**

**My Page Section:**

- My Activity
- Mission**
- Events & Workshop
- Online Learning
- Account Settings
- Inquiry
- Survey

**Missions**

Mission Name:

• Mission History

No	Mission Name	Submitted	Review Status	Score	Honors	Action
----	--------------	-----------	---------------	-------	--------	--------

**Events & Workshop**

Title:

• Event & Workshop History

No	Type	Title	Registration Date	Status	Detail
----	------	-------	-------------------	--------	--------

**Online Learning**

Course Name:

• Online Learning History

No	Topic	Course Name	Date
----	-------	-------------	------

**Change Password** \* Required fields.

ID:

Name:

Current Password \*

New Password \*   
8-20 characters including letters, numbers, and special characters (-, !, @, #, \$, %, ^, \*, &, \*, (, ), ~).

Confirm New Password \*

# K-influencer Academy Platform: Key Components

## Notices Section

A section where users can view general announcements. Topic-specific notices are available in the Notices sections under Mission, Education VOD, and Event&Workshop. All other general announcements can be found in the Notices section under Support.

The screenshot displays the navigation menu and the Notices section of the K-influencer Academy platform. The navigation menu includes: About the Academy, Education VOD (highlighted), Mission, Events & Workshop, Support, and My Page. The Education VOD, Mission, and Events & Workshop sections each have a 'Notices' link highlighted with a red box. The Support section has a 'Notices' link highlighted with a red box. The My Page section includes links for My Activity, Account Settings, Inquiry, and Survey.

The Notices section is currently active, showing a search bar and a list of results. The search bar is labeled 'Title / Content' and contains the text 'Enter search keyword'. The search button is labeled 'Search'. The results section shows 2 results, with a 'Show 10' dropdown menu. The table below shows the columns for the results: No, Title, File, Date, and Views.

No	Title	File	Date	Views

# K-influencer Academy Platform: Key Components

## Community Section

A section to ask questions and connect with others. Post and share topic-specific public questions in the Community sections of Mission, Education VOD, and Event&Workshop. For all other inquiries, contact us securely via the Inquiry section under My Page.

About the Academy	Education VOD	Mission	Events & Workshop	Support	My Page
Academy Overview Code of Ethics	Education VOD <a href="#">Notices</a> <b>Community</b>	Mission Submission Notices <b>Community</b>	Event & Workshop Application Event & Workshop VOD Notices <b>Community</b>	Notices Resources FAQ	My Activity Account Settings <b>Inquiry</b> Survey

3 Results		3 Results		2 Results	
No	Title	No	Title	No	Title
3	Can I take both VOD courses at the same time?	3	"Could you please explain the mission evaluation criteria again?"	2	What is the schedule for the Induction Ceremony?
2	🔒 This post is private	2	🔒 This post is private	1	🔒 This post is private
1	🔒 This post is private				

# K-influencer Academy Platform: Key Components

## Calendar

A feature on the homepage displaying the monthly schedule. It shows the start date for each item, and clicking on an item will reveal the full schedule and duration.

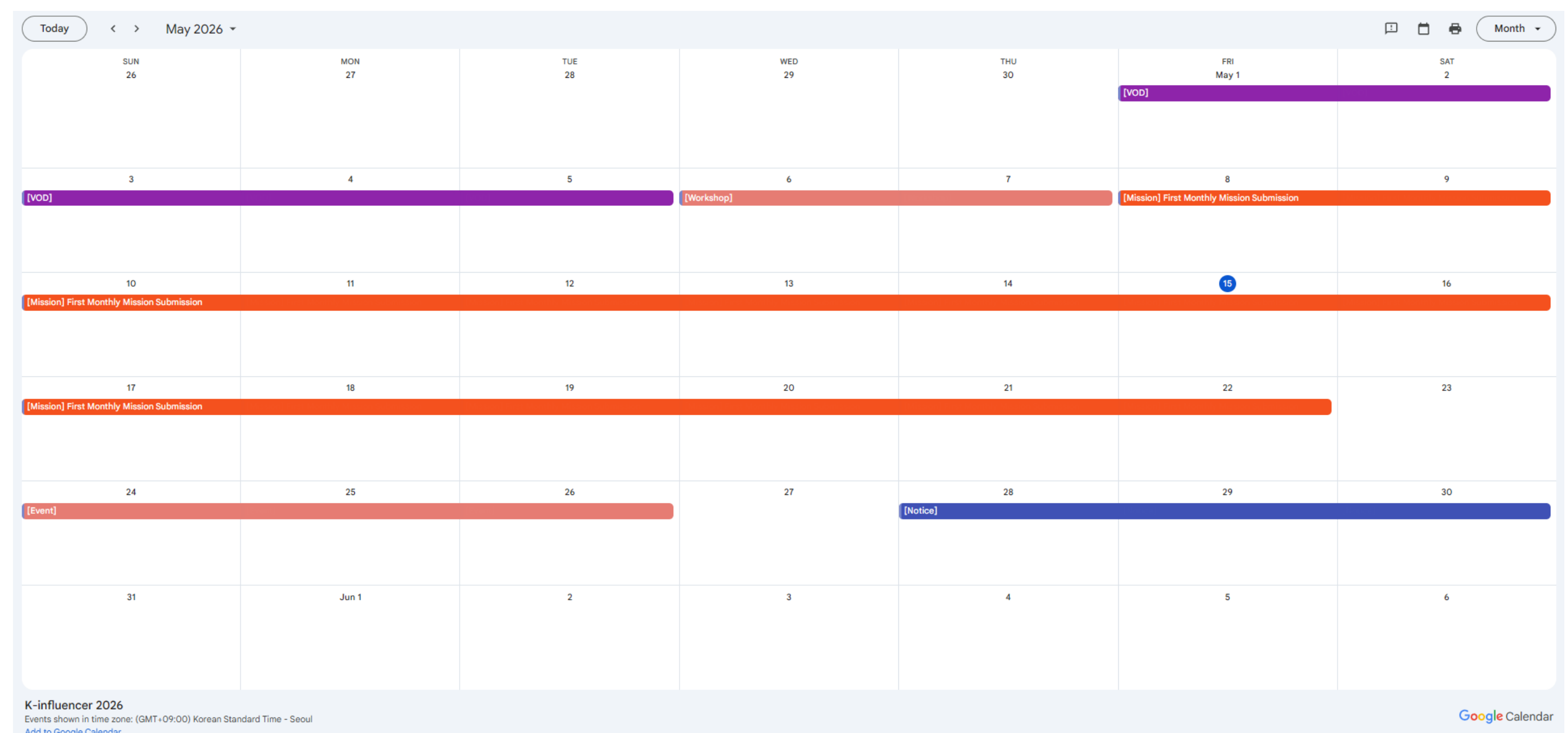
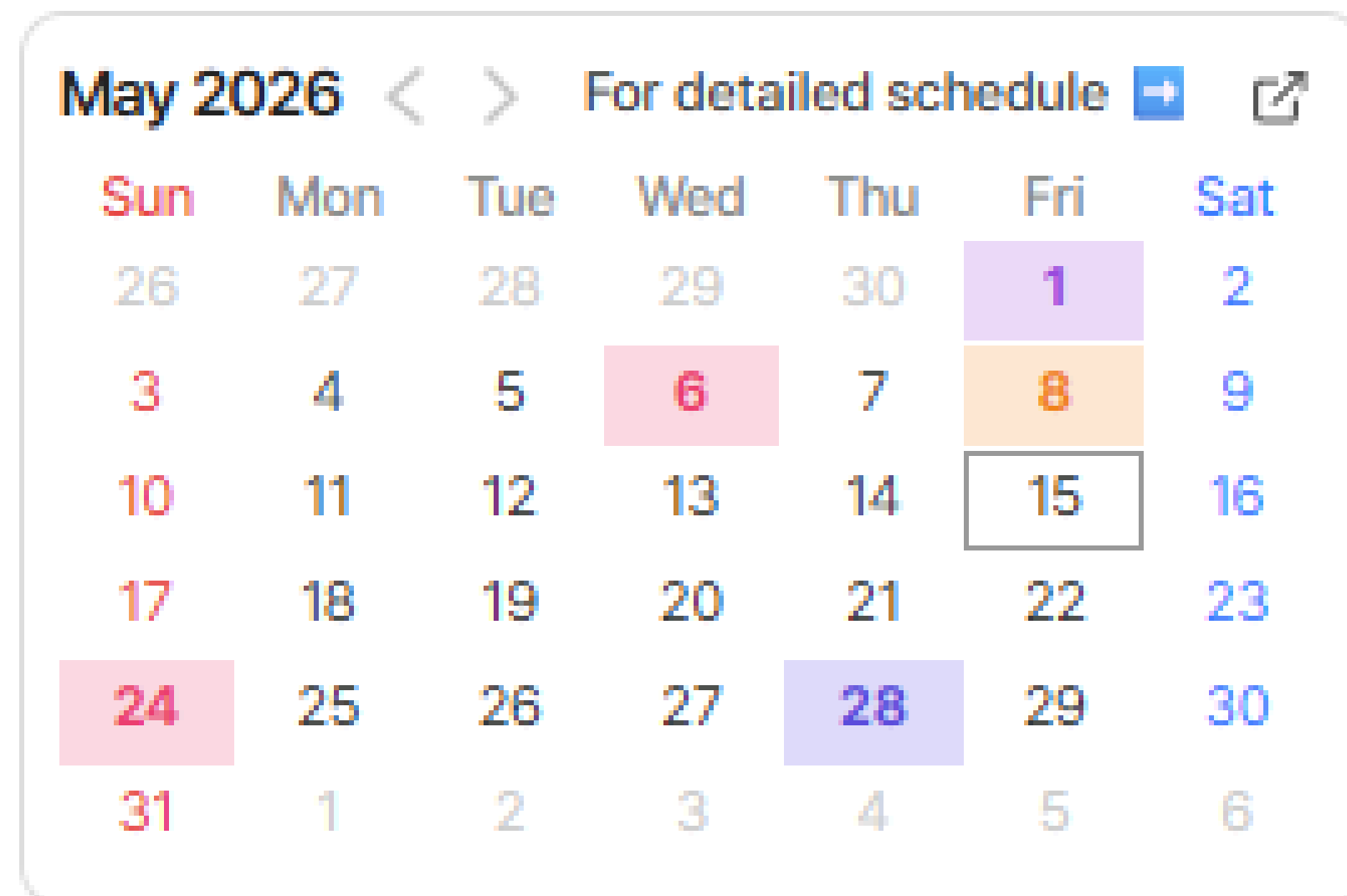
Schedule categories are color-coded as follows:

**Mission** / **Event&Workshop** / **Education VOD** / **Others**

## SAMPLE

• The calendar displays the start date.

● Mission, ♥ Event/Workshop, ● Education VOD, ● ETC



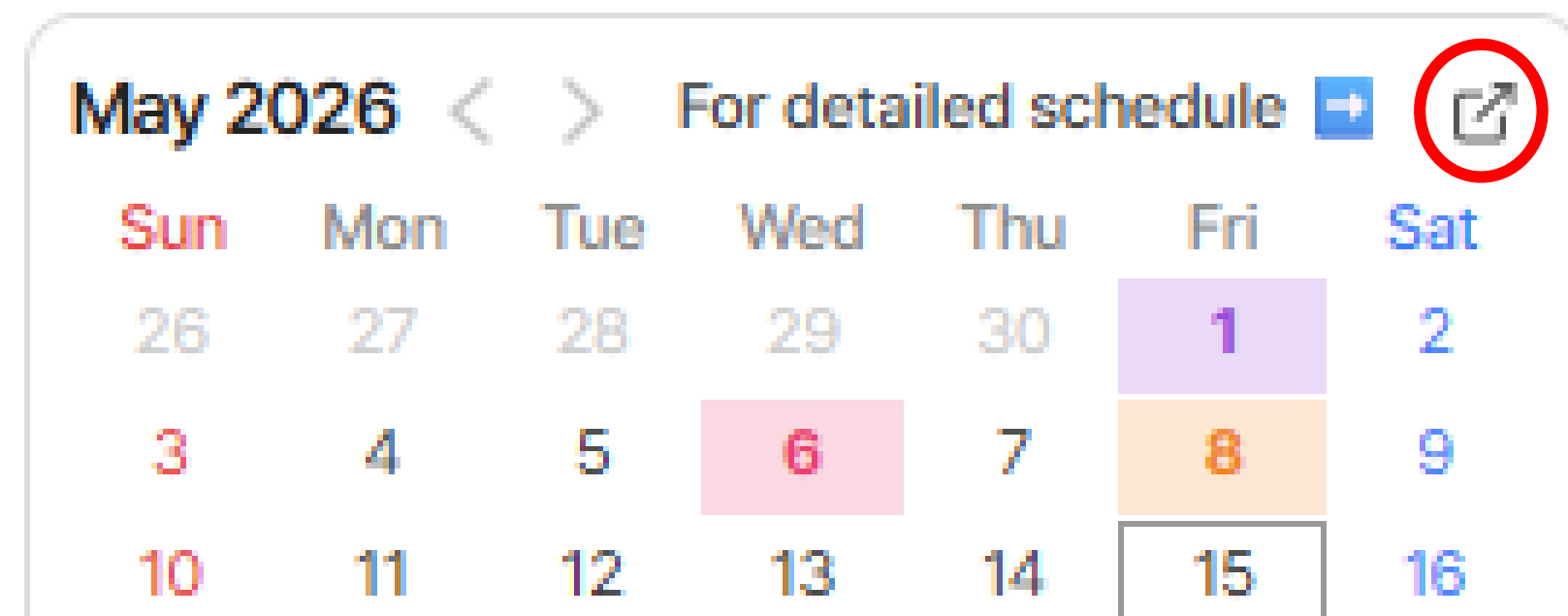
# K-influencer Academy Platform: Key Components

## Calendar Guide

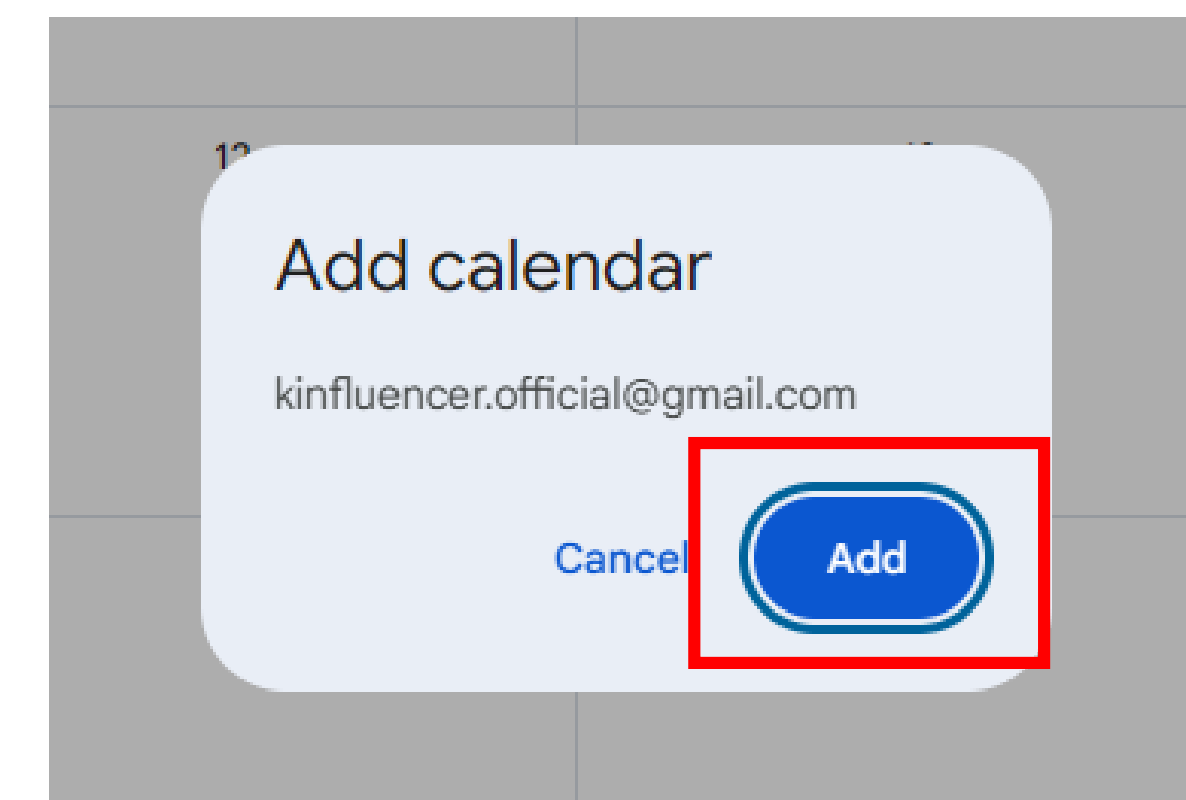
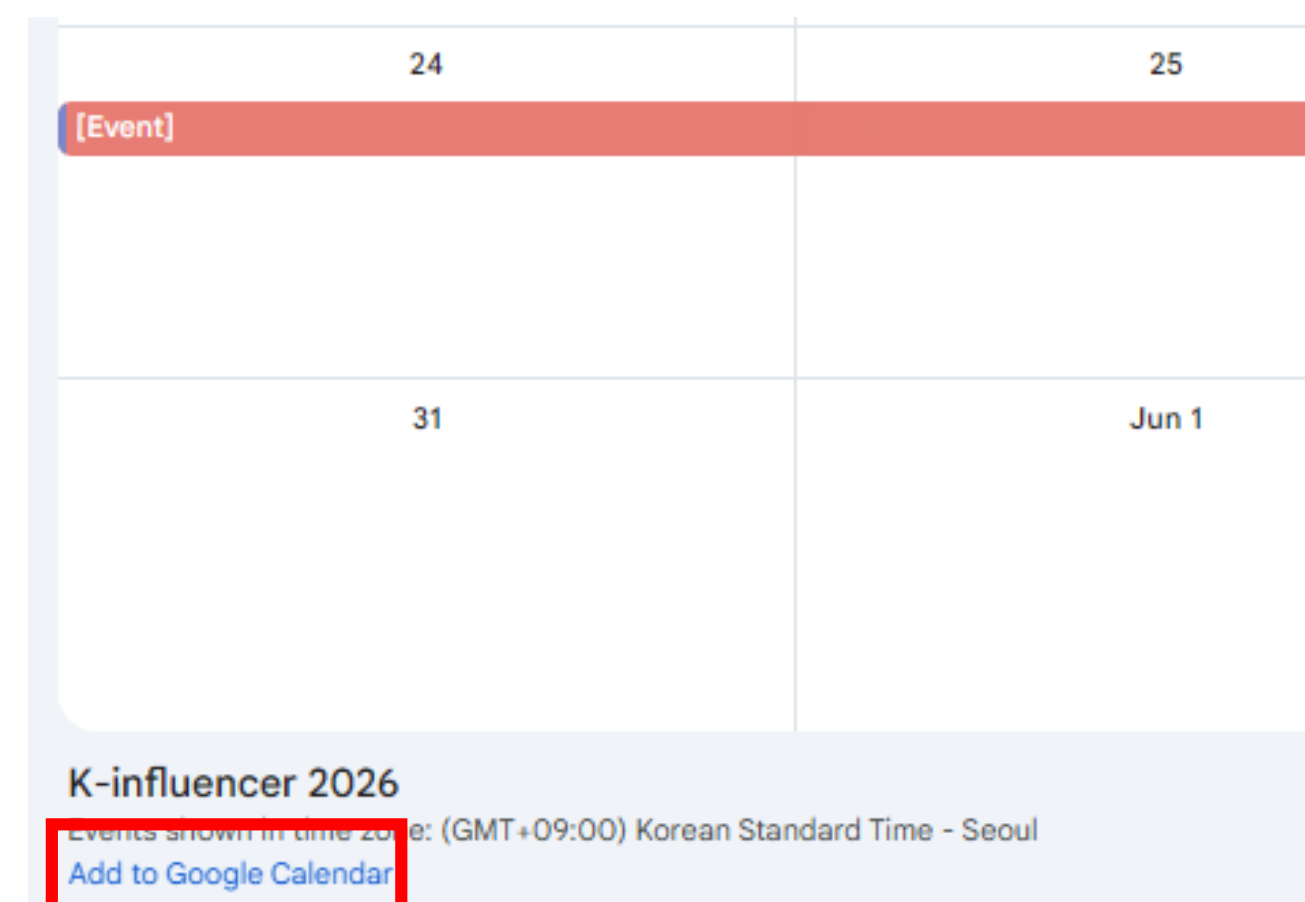
1. Click this button 

• The calendar displays the start date.

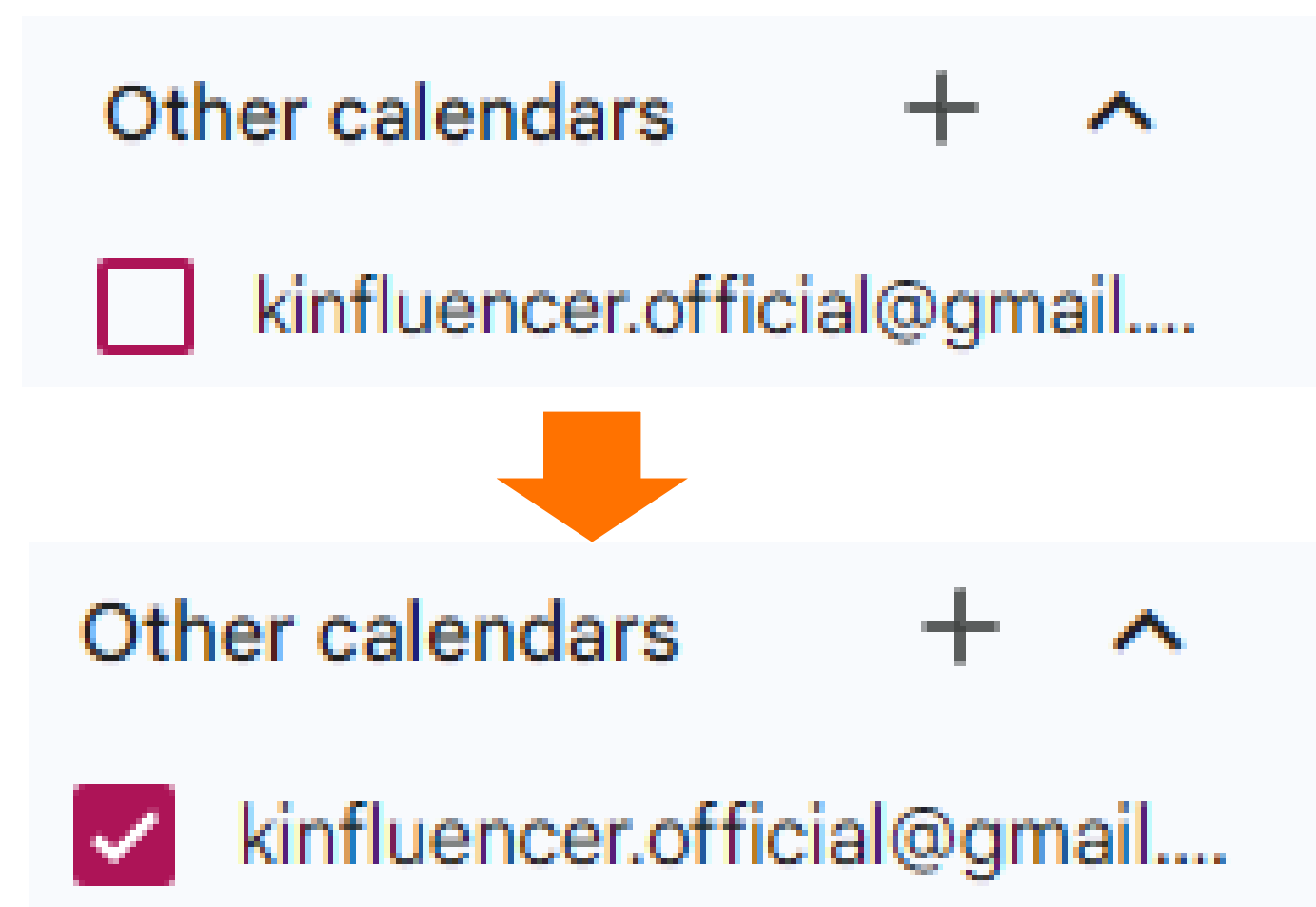
● Mission, ♥ Event/Workshop, ● Education VOD, ● ETC



2. Click 'Add to Google Calendar' and 'Add'.



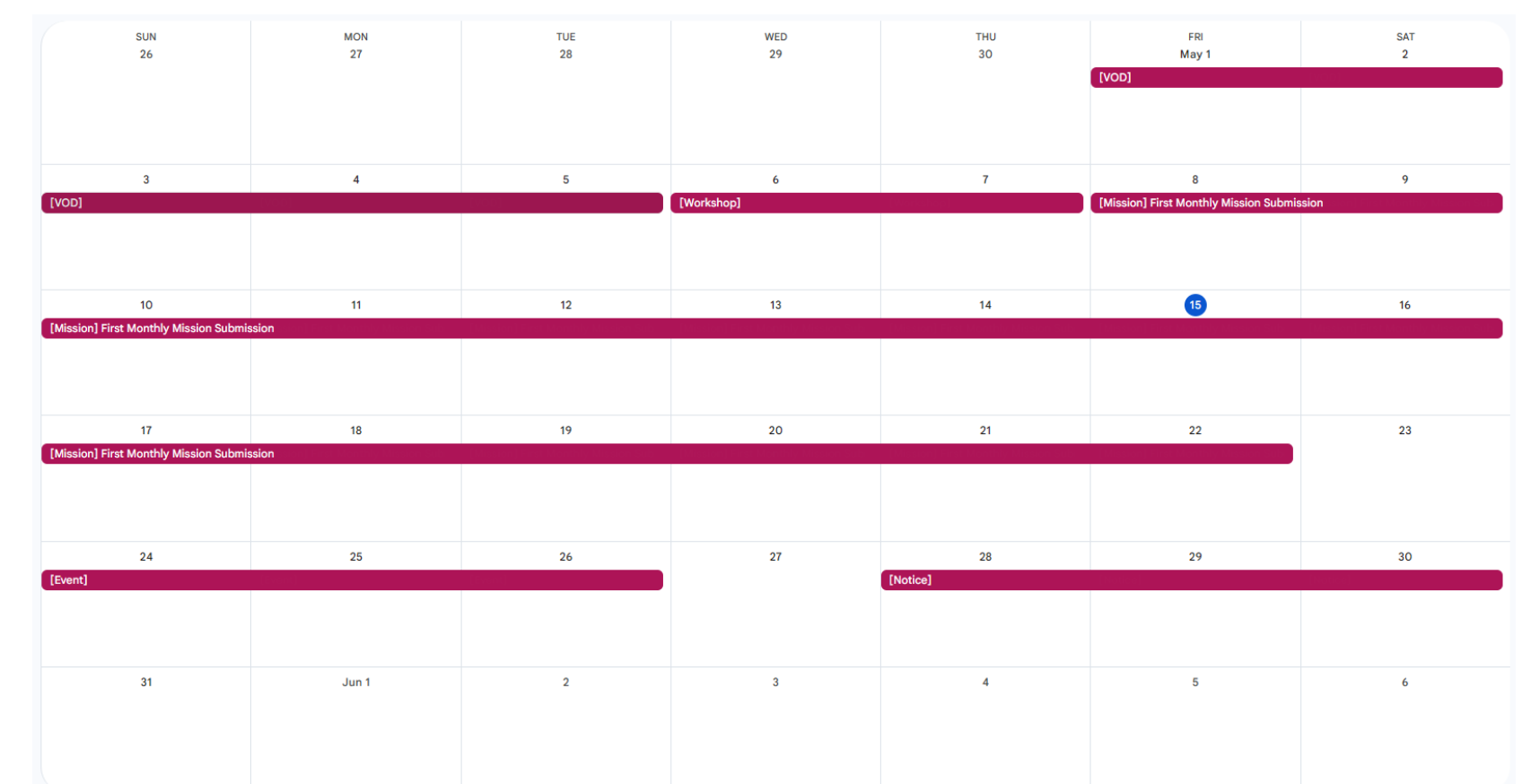
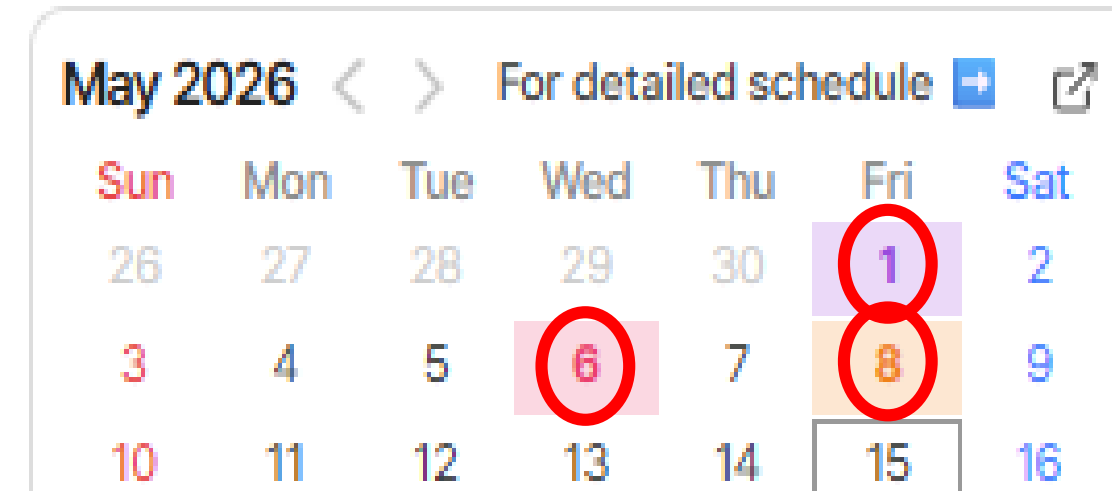
3. Check the bottom-left box.



4. Click the start date to view the full schedule.

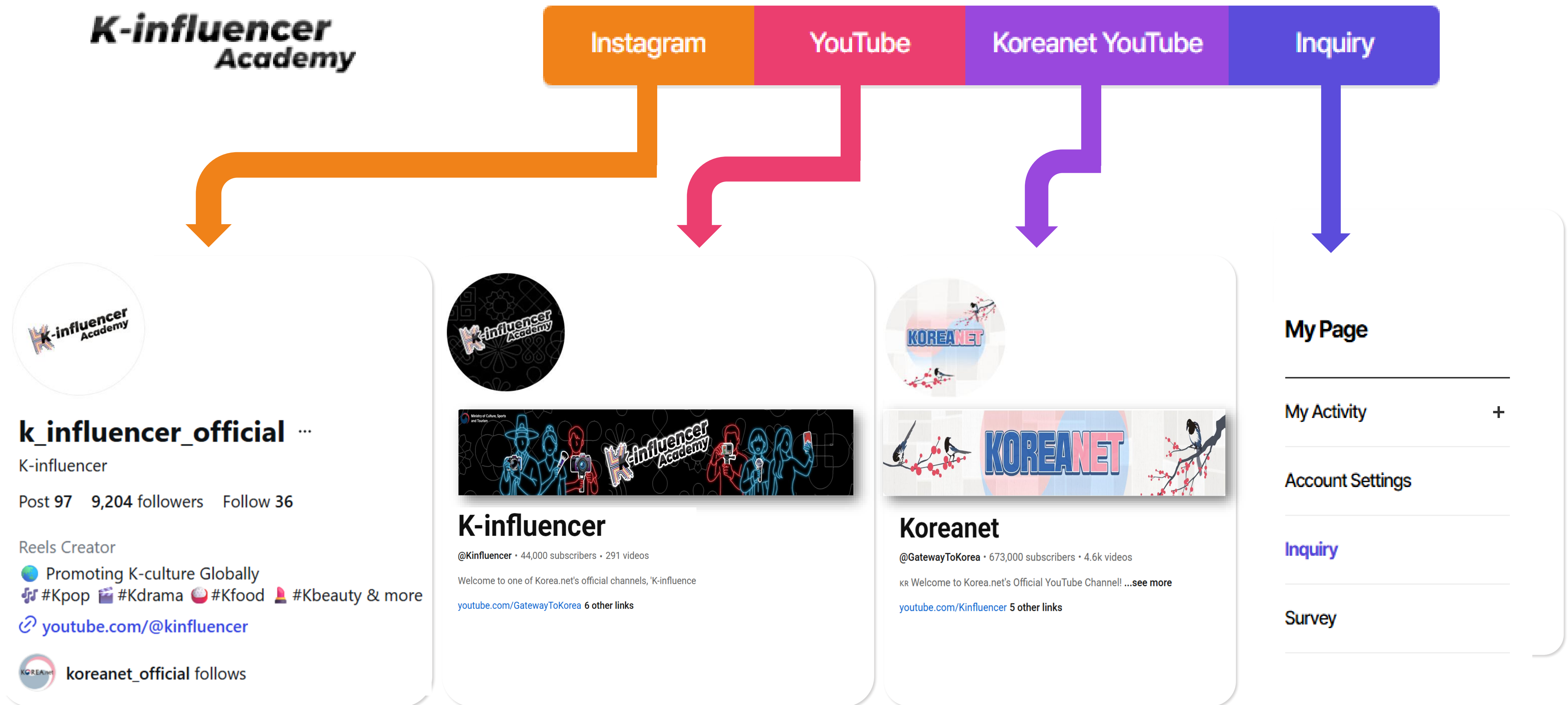
• The calendar displays the start date.

● Mission, ♥ Event/Workshop, ● Education VOD, ● ETC



# Quick Access to Key Channels

Quick access to key channels is provided at the top of the homepage.



# Thank You