

# Student Content Creation guide

## Golden Rules of Creating Content

- **Be relevant** - Relate your content to topics that are both relevant and interesting but avoid topics that are inappropriate for a school/college website.
- **Be creative** - Try out new styles, include photos/GIFs/Instagram posts, make it your own! Talk in a way that is natural to you and gets your personality across.
- **Do your research** - Fact-check everything and don't make claims you don't know are true
- **Be concise** - Use short snappy sentences/points to engage the viewer
- **Proofread/watch** - You should primarily be your own editor so check through everything before you submit it and make sure you check your spelling, punctuation, and grammar
- **Be respectful** - It's always good to have new ideas and challenge the norm but please always be respectful to individuals and groups

## Article Dos and Don'ts

### DO

- Articles should be around 500 words (600 max)
- Paragraphs and sentences should be concise and to the point
- Use sub-headings to break up topics
- Include relevant images and visuals in the article
- Featured images should be high quality and make sense for the subject of the article
- Link out to relevant pages or websites, either to back up a statement or provide extra information

### DON'T

- Use copyrighted images/visuals that aren't yours (it's also a good idea to avoid using stock photography where possible, but if necessary use sites such as Pexels or Unsplash)
- Go over the word limit - unless necessary
- Plagiarise others' work

## Video Dos and Don'ts

### DO

- Try and keep your vlog as short as it can. There's no fixed duration (although 2-5mins is ideal), but the video must justify being the length it is.
- Make sure thumbnails are landscape and are 1920x1080p – you can get a template for this from Canva.
- Make sure all text and graphics you use are easy to read/see. We want your videos to be enjoyed by everyone, so it's important they are accessible.

### DON'T

- Use copyrighted images/visuals/sounds/music. As a rule, if you pull an image from Google Images, it's probably copyrighted. To be on the safe side, don't use them.

## Working to a deadline and with others

- **Attend group sessions (& be on time)** - If you have arranged a team meeting make sure you attend and contribute; you and the other members of the team will find them much more useful.

- **Respect others** - Respect others in the team both in ideas and in general conversation
- **Support** - Ask others for support and feedback on your work and give support to others.
- **Work focus** – When committing to a deadline make sure you have enough time to submit it to your editor.
- **Be proactive** - Keep an eye out for ideas and topics to cover so you're ready for your next deadline or you can help someone else out with ideas.
- **Be positive** - Both in person and online communication, positivity creates a nicer work environment for everyone and helps the team work together better

### **Working remotely:**

#### **Responses to messages**

All communications will be through Microsoft Teams and we will get back to you quicker than via email. However, please be aware that the full-time office team will only respond to Teams messages/emails during working hours, if you message over the weekend or in the evening please don't expect a response.

**Communication** - It's just as important to keep in touch with us whether you're on campus frequently or not, so please keep checking Teams and your emails in case we get in touch with you. It could be beneficial to have the Teams app on your phone and notifications on.

**Accuracy** - While accuracy is always important, it is emphasised at the moment, especially if you are creating content surrounding the pandemic as we need to make sure things are correct. Therefore, we will need to check/approve all pandemic-related content before posting and if you have any queries please don't hesitate to get in touch.

**Time management** - It could be difficult to remain productive while working from home, but it is important to still utilise your time effectively. If you need to take a short break before coming back to your work, then please do but also try to maintain focus.

**Work environment** - While working from home, it can be difficult to have a focussed work environment, but please try to make the best of what you have available to you. If there are any problems you encounter while working from home, please get in touch.