



Blogs

What are we looking for?

- The word count is 600-800, but can be longer if necessary
- A catchy title and intro would be ideal, but we can add these in if necessary
- Separate your blog with headings to break up the text and organise the flow of your writing
- Students must provide some of their own images, please send separately (not within the word document) and ensure they are of a high quality
- You are welcome to send stock imagery, but please ensure that the images are sourced copyright free sites (e.g. Unsplash, Pixabay, Pexels)
- Send the blog in Word document format to either h.reilly@qub.ac.uk or digital@qub.ac.uk
- A short bio and headshot to accompany the blog – see our [current blogs](#) for examples

Avoid:

- Writing in an academic style – keep the tone informal, as if you are talking to another student
- Low-res imagery

Vlogs

What are we looking for?

- Introduce yourself and your course at the beginning
- Film in landscape format, not portrait, as the vlogs are uploaded to the Queen's YouTube channel
- Ensure good lighting and clear sound quality to enhance the viewer experience
- Respect privacy and university policies by avoiding filming in off-limits or sensitive locations – ensure you get permission from staff before filming inside campus buildings and facilities
- Be realistic in what you portray to avoid misleading potential students
- Send via WeTransfer or as a SharePoint link



**QUEEN'S
UNIVERSITY
BELFAST**

Avoid:

- Do not add background music, the video team will add this in post-production
- Avoid using music, images, or videos without proper licenses
- Do not add any title cards or your own captions
- Do not include any transitions between clips
- Try to avoid excessive editing/jumpy cuts/shaky filming
- Do not film other student's faces unless they have given you permission
- Do not show excessive drinking or smoking
- Stay away from divisive subjects, including politics, religion, or anything that might alienate viewers
- Do not delete your original file - please retain the original file for 6 months, as the video team may require access for various reasons

Please email digital@qub.ac.uk for questions or suggestions.