

# Guidelines for Social Media

## content:

1. Students must not use our social media channels in a disrespectful demeanour; this means that there must be no 'trash talk' about the host university, its staff, kings or its staff, peers on the programme, the local country, or the local community. Recognising cultural differences is fine, it's about how you say or portray these.
2. Students should avoid swearing/ demonstration of excessive drinking in any videos, photos, or written discussion.
3. Students may submit content retrospectively (e.g., After completing the exchange, with content gained after the exchange). We want you to take the time to enjoy the exchange after all :)

## Specific Information for Bloggers:

1. Students who are asked to provide blog posts must submit at least one photo to accompany it, or more if you like!
2. Ideally this would be around 500 words, but length is flexible depending on the discussion at hand. The blog post can also be published as 'parts'.
3. You should ensure you submit your blog post with a title. We will use the information you have submitted to promote the blog post via our social media channels.
4. Students should submit photos as a separate file (i.e., Not within the word document)

## Specific Information for Instagram:

1. You can post your content on your own social media channels, however, the content that will be used by the Global Mobility Office will need to be approved prior to it being posted to the KCL Study Abroad Instagram page.
2. All content should be first saved as a draft, our team will then review the content. If approved, you will be notified and will then be able to post the content to the KCL Study Abroad Instagram page.
3. Students who are creating Instagram reels should aim to complete at least 3 reels (due to the short duration of each).
4. Students who are creating Instagram takeovers should create a post on IG stories to indicate they'll be covering the platform with dates included.
5. If there are other students included in your takeover, please ensure you have their permission to record/post whatever content you're including of them.

6. Students who create content on Instagram should save their content under the Global Summer Exchange (GSE) Highlight.
7. Please use the content calendar to plan and work around each other's content.
8. Use tags to reach further audiences (eg. You host university with an '@' or a hashtag)
9. If you wish to use our account and tag yourselves, that's fine - just beware that students watching may ask for tips, if they're planning to go for next year!

## Specific Information for Photographers:

1. Students who are providing photography should aim to provide 7 photos (or as many more as you wish).
2. Make sure if you are taking pictures with others, you have permission to use these images for our purposes.
3. Try to include a selection of photos if you can (eg. Not all buildings ideally)
4. Students can submit up to ten photos at a time. If you want to submit more, that's also fine, just submit another entry!
5. Please include any details of your photos (eg. What they are, where they were taken) and a caption too, ensuring that you title the photos and captions that correspond with each other.

## Specific Information for Videographers:

1. Students completing videos should either share a link to a YouTube channel or should share the file entirely.
2. Students providing video footage can either provide one longer clip or several clips that should be a few minutes in duration. Students are asked to discuss this with the Global Mobility Office.
3. Your lecturers may not like you to take video footage during class for obvious reasons. Ensure you have consent for anything you are about to record.

### **What to do if your Global Summer Exchange didn't live up to your expectations...**

Lastly, we know that for some students, the experience and outcome may not always be the same and for this we ask that you be professional at all times, even in any content you produce. We always welcome feedback, so if you did have a negative experience, we would like you to let us know. Your content may still be used, if structured in a constructive way.