

Blog template

Blogs and vlogs are used on our website, social channels and in communications to prospective students to give them an authentic insight into life at Herts.

Top tips:

- **Keep the reader in mind** - the prospective student:
 - What might they find useful?
 - What might they find interesting?
 - What might they find relevant?
 - What might they want to know / be worried about?
- Write in your **natural voice and use your personal experiences**, but always remember you're a brand ambassador of Herts so a positive mind frame is always best
- Structure your blog with **headings and paragraphs** to make it easy to read
- Use **emojis** to add some character!
- Use **photos taken by you** - whether it's a shot of you on campus, your study spaces, favourite campus social spot or more.
- **Use different blog styles:**
 - Biographical – Get to know me
 - Top 5/Top 10 – e.g. Things to do, Places to go, Things I wish I knew before studying X etc
 - Reflect on your experience - e.g. student life, work placement / experience, being a student ambassador, giving a presentation, future ambitions after Uni
 - Advice blogs for new starters - e.g. leaving home for the first time, making friends, adjusting to university

[Heading] - 100 characters max

What is your blog about?

- Use a heading that will make prospective students want to read more
- Think of a heading that will make sense to prospective students - they may not know subject level acronyms
- Short, snappy and to the point is best

[Introduction] - 500 characters max

Use this to frame what you will be talking about

- Introduce the reader to the course/topic you are talking about
- End the paragraph with a positive key takeaway from the blog, e.g. "*Throughout my time on this course, I have used lots of different education learning facilities and I am going to tell you about my top 5 and how they have benefitted me!*"

[Body copy] - 3,500 characters max

The main point of the story!

- Think about what you are writing and how this will help prospects
- Do you have any specific personal experiences to share? (e.g. how you directly benefited from private study spots, or your favourite social spot) that can enhance your blog
- Top tips, advice, and sharing any learnings are all great and give 17/18-year-olds an insight into life on your course/life at Herts
- Break into paragraphs and use headings and / or bullet points rather than one long paragraph

[Outro] - 500 characters max

Use this to sign off what you were talking about

- Summarise any key points, tips or learnings
- Happy for the prospect to message you about your blog? Sign off with something like *"If you have any more questions about my course – please don't hesitate to message me!"*

Vlog template

Top tips:

- Keep your video to **under 60 seconds**
- **Telling and showing works** best, but if you are talking to the camera the whole time then make sure you're in a **well-lit place and show your chatty side**
- **Keep the camera steady** and avoid any shaky footage
- When uploading your vlog into the Unibuddy platform, **upload a heading and write a short introduction** to give some context to your video, following the below template:

[Heading] - 100 characters max

What is your blog about?

- Use a heading that will make prospective students want to watch
- Think of a heading that will make sense to prospective students - they may not know subject level acronyms
- Short, snappy and to the point is best

[Introduction copy] - 500 characters max

Use this to frame your vlog and provide context to your video

- Introduce the reader to the course/topic you are talking about
- End the paragraph with a positive key takeaway from the vlog, e.g. "*Throughout my time on this course, I have used lots of different education learning facilities and in this video I am going to tell you about my top 5 and how they have benefitted me!*"
- Use written copy to cover anything you were unable to in the video