

TAP Content Guidelines for Student Ambassadors



OBJECTIVES FOR CONTENT

What do we want your content to achieve?

There are a few guiding principles that inform what we're hoping to do with the insights you provide:

1. Provide accessible, accurate, and simple information for prospective international students.
2. Guide and curate information and experiences for prospective international students.
3. Help international students remain informed of their choices and options, while building connection and trust with your audience.



YOUR AUDIENCE

Who is your audience?



You're developing and creating content for prospective international students. They're looking for inspiration and **genuine** information that can assist them in making a decision about where and what they will study. You are their guide and can use your experience and expertise to show them just what it's like to study where you do.

CONTENT THEMES & TOPICS

CONTENT THEMES & TOPICS

You may already be familiar with the sorts of themes and topics you'll be producing content for. But, we thought it might be useful to provide a quick summary of the areas you'll be focusing on



1. Destination

- Education & learning
- Culture, lifestyle & student experience
- Student life
- Migration & travel
- Affordability

2. Work & Careers

- Options during study
- Options after study
- Support & counselling

3. Finance

- Scholarships & funding
- Costs & planning

CONTENT THEMES & TOPICS



4. Institutions

- Rankings
- Student experience & lifestyle
- Accommodation
- USPs
- Education & research
- Communication & support

5. Degrees & Courses

- Study level
- Qualification types
- Subjects and
- Specializations
- Advice

6. Study Requirements

- Application
- Admission
- Testing
- Support

FAQs

FAQS

Best practice for FAQs:

1. Content

- Answers should align closely with the question asked. While additional information can be valuable, the most important element is to respond to the question and provide the key information or advice needed.
- You are not expected to go into great detail to answer questions, but providing a well-crafted synopsis for students and potentially direct them to where additional information is available.

2. Length

There is no specified length or word count for your answer, as this may depend on the question that is posed. However, it is important to consider being succinct and focused with your answer to make it easy for students to understand and access. Our recommendation would be to provide in the region of 200 words, but you can write more if necessary.

FAQS

Best practice for FAQs:

3. Writing style and tone

- Try to answer questions in as natural a way as possible. There is no need for a formal or overly professional tone, but rather a friendly, open and positive approach. Being assured and focused in your delivery of information is also important.
- When writing, structure the information logically with a clear hierarchy. The most important and relevant first and then secondary or ancillary information to follow.
- Consider adjusting your style based on the question you're answering. For example, a question about application or student services may require a more structured presentation of information than a question on clubs and societies.
- Make the answer easy to read. Use emojis if you consider it necessary (but do not overuse them).

FAQS

Good examples of FAQs

How safe is Adelaide?

3  Answers [Share link](#)



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Adelaide consistently ranks among the world's top 10 'most liveable' cities, partly due to Adelaide's excellent safety record. While it's generally safe to walk in the city at night, it's best to walk with friends and be aware of your surroundings~

The University's security service is available 24 hours a day on all campuses. If you feel unsafe on campus, you can request assistance at the security office, or you can call the security office at 08 8313 5444 for an emergency. At North Terrace campus you can access the free after-hours shuttle bus service up 2.5 km from campus and the bus departs campus at 5.30pm, 7.00pm, 8.30pm, 10.00pm and 11.30pm. An after-hours security escort service is also available outside of the shuttle bus operating hours. Therefore, if you need to stay at campus till late hours, it is always recommended that you contact the security to ensure your safety at night!

What should I bring with me to Adelaide?

3  Answers [Share link](#)



[View profile](#)

As an international student, I know it can be overwhelming to prepare for a trip to Adelaide. However, it doesn't have to be complicated. There are two main things you need to consider: identity documents and living essentials.

For identity documents, you'll need your passport and student visa if required. It's a good idea to bring a physical copy of your visa when you travel, but you can also have it ready digitally. If you plan on driving in Adelaide, bringing along your driver's license will also be useful.

As for living essentials, don't worry too much about packing all your clothes. Adelaide has plenty of shops and department stores where you can find various clothing options. The weather in Adelaide can vary, with temperatures ranging from 5-10°C in winter to 30-40°C in summer. So, bring some T-shirts, shorts, jackets, jumpers, and coats, and you should be covered. Don't forget to bring a travel adapter as the power plugs and outlets used in Australia may be different from the ones you have been using in your country.

You might also want to pack your sunglasses, as Adelaide gets plenty of sunshine throughout the year. If you wear optical glasses, bringing a backup pair is also a good idea. However, be aware that Australia has strict rules regarding the importation of certain items, such as meat products and plants. Therefore, it's recommended that you do your research and avoid packing prohibited items.

Lastly, if you want to bring some medicine with you, keep in mind that certain medicinal products are also subject to strict border controls, so it's best to check before packing. In the meantime, there are plenty of pharmacies in Adelaide where you can shop for medicine with convenience.

POST GUIDELINES



POST GUIDELINES

Best practice for posts

Images

1. Content

- Context - It is critical that images are contextualized and explained adequately to students based on the content request you receive. While an image can certainly convey meaning in a way words can't, it must be understood correctly and designed to make interpretation easier. Each image should have:
 - A clear description or caption. Explain what the image depicts, what is happening, and why you shared it.
 - Any additional contextual information, for example location, activity, or focus.

2. Captions

It is important to ensure the right caption format is used for all image content:

- To provide descriptive and relevant details of the image or video
- Natural writing style and tone with an open and positive approach.
- Use emojis when necessary but remember to avoid using too many.

POST GUIDELINES

Best practice for posts

Images

3. Quality and style

- You are encouraged to be creative and show your personality, however images should be relevant to the topic/theme/experience you are posting about. It can be difficult for prospective students to understand abstract or artistic imagery.
- Images should be clear, well-lit and only include people who have given their express permission to be included in the image.
- Images should not include any personal or private information belonging to you or any other party.
- Images should not contain copyright material. For example, images from series, memes or social media channels.

POST GUIDELINES

Good image and caption examples

This image shows good composition, depicts an interesting activity and relates to the student's study areas and hobbies. The caption is succinct and clear.

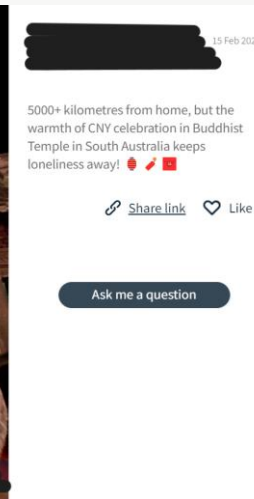
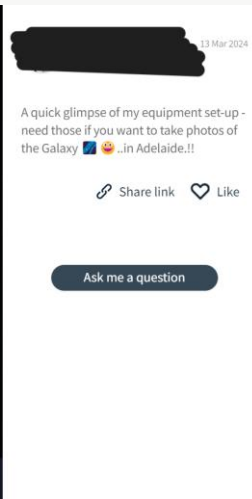


Image captures the energy and excitement of an event and speaks to the sense of community a student felt when celebrating collectively in a new place. Great caption.

Image is well framed, lit and has a clear structure. The caption is descriptive, contextual with a touch of aspiration.

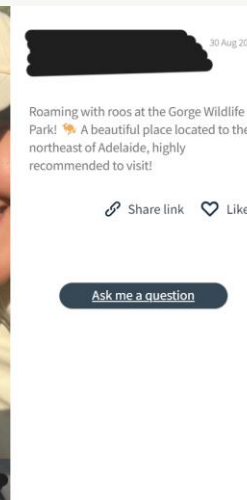
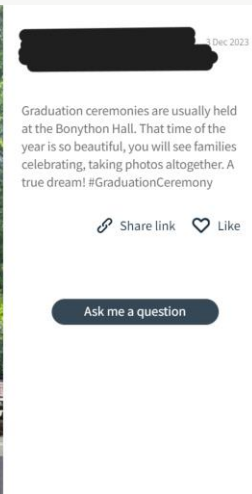
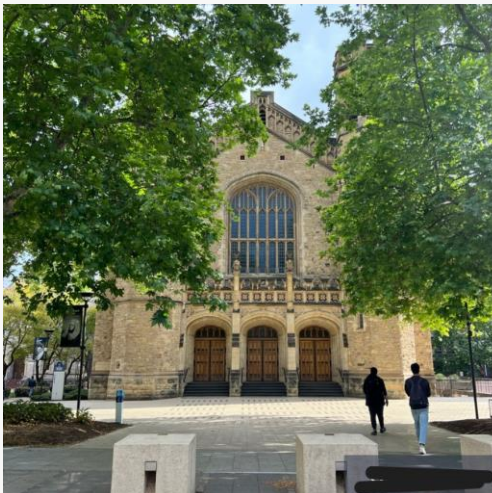


Image shows personality, is creative and unique. It also provides context and additional information useful for students.

POST GUIDELINES

Best practice for posts

Videos

1. Video format and quality

- Videos can be filmed in either landscape or portrait, however the latter is favoured as this works optimally with our interface.
- Videos should be filmed in well-lit environments and should be clear, without the use of special effects or filters.
- You can get help in filming your videos, especially if talking to camera, but this is by no means mandatory.

2. Duration

- You can decide on the optimal length, and this may depend on the topic or theme you are covering. However, we would not expect videos to exceed 45-60 seconds, unless you feel it necessary.

POST GUIDELINES

Best practice for posts

Videos

3. Content and style

- We would encourage you to develop a creative style of delivery you are comfortable with. This should incorporate an open, friendly and positive approach.
- We recommend videos being recorded in English for the greatest accessibility.
- We would encourage consistency in how you produce your videos, incorporating a quick intro, key content, and an outro. This can provide structure and help engagement, with students becoming familiar with your style.
- Showing your face is not mandatory but international students would certainly benefit from seeing a friendly and welcoming smile providing them with some insights and guidance.
- Video content and information should be explained and described in an accessible manner, via narration, captions and descriptions. Context is important when conveying an experience, facts or information.
- For the purposes of accessibility, we would encourage you to use captions/subtitling for your videos.

POST GUIDELINES

Good examples of video post - Outdoor content



[Video 1](#)
[Video 2](#)

VIEW

Show a full view of yourself and the background, do not over zoom. Pick a nice background and avoid backlight.

CONFIDENCE

Speak with confidence and it is advisable to prepare your basic script / outline.

AUDIO

Ensure your voice is clear, please use a wireless microphone if you have one.

POST GUIDELINES

Good example of video post - Image and video collages with voiceover style



[Video 3](#)

CLEAR PHOTO / VIDEO

Please ensure your photo and video are of high quality and sharp. Ensure it is relevant with the video topic.

STORY FLOW

Build an interesting story flow through your voiceover, be expressive and friendly.

BACKGROUND MUSIC

Choose copyright free music as your background music and lower the volume as you need to prioritise your voiceover.

THANK YOU

