VIU Education Abroad
Social Media Contributor Guidelines

Overview

Welcome to the VIU Education Abroad Social Media team!

We are thrilled to have you onboard to share a snapshot of your Education Abroad experience with the world.

Social Media Channels

Before you start writing, check out our recent posts on social media and follow us to get a feel for the work you’ll be contributing to:

- Facebook: https://www.facebook.com/viubroad/
- Instagram: https://www.instagram.com/viueducationabroad/

Blog: https://international.viu.ca/education-abroad/blog
(this is a different kind of contribution but may have inspiring content to check out)

Campaigns

We run the following campaigns. Consider which one you will write for:

- Exchange Spotlight (features host institutions / countries)
- Scholarship Spotlight (features awards VIU students have and can receive)
- Student Spotlight (features your personal experience/tips)
- Other:

The Task

To be featured, please draft your 150 word maximum blurb(s) about your experience abroad, related to one of the above campaigns.
Other Considerations

1. **Audience:** VIU Education Abroad social media channels are for people interested in exploring the world through VIU. Our audience includes everyone from high school students who may read these stories when they are considering where and what they can study in university, to current VIU students, their parents and friends (as well as yours), VIU advisors and professors and our national and international partners.

2. **Voice:** Write in first person, using your own voice and tell your personal story as creatively as you can muster.

3. **Tone:** We’re all scholars here. We’re out in the world to learn, and this is a huge privilege! While we’re often fun, youthful and witty, we are always humble, thoughtful in our reflections, respectful of diverse perspectives. We don’t perpetuate stereotypes or fall into common social media traps that can impact the dignity and privacy of our host communities and colleagues, particularly in the developing world.

Submit

**How to Submit:**

1. Send your 150 max word post(s) by email to educationabroad@viu.ca & include:
   a. Your post(s) in a MS Word Document
   b. Your name, VIU program, study abroad program & destination
   c. Attach High Quality Photo
   d. Attach your Signed Release Waiver
   [https://www2.viu.ca/universityrelations/pdf/Waiver.pdf](https://www2.viu.ca/universityrelations/pdf/Waiver.pdf)

Contributions will be edited for grammar, clarity and appropriate content.

Thank you for sharing your experience with us and the world!