UCL Culture main blog guidelines

First up – check out the main UCL Culture blog on Medium

We are always on the look out for people to write for us. You are likely to be someone from UCL but you might also be a partner outside of the university. If you feel like you’ve something you’d like to say with us on our blog – then do please get in touch and pitch us your thoughts. In the first instance – send an email to culture@ucl.ac.uk with Blog ideas as a subject header!

But here are our guidelines in writing a piece which might be helpful to see if your idea would be a good fit.

This is your blog piece, we want it to sound like you and showcase your ideas, but in our first year since we rebranded ourselves as UCL Culture with a new visual identity (you can download this here), we want to be looking at the big Manifesto-infused picture. You can see our Manifesto here.

- The UCL Culture blog looks to set out our direction of travel – through our research, our ideas, and UCL as an organisation
- It doesn’t have to be tied to a specific piece of research.
- It’s a space for exploration
- It’s where UCL Culture does it’s thinking.
- You can include a call to action – but also crucially this doesn’t have to be about action – it can be about the simple process of talking out ideas
- You might simply want to provoke an emotive or curious response
- Your blog can create a narrative or capture a moment

Some very small points
- Keep it conversational, break long sentences and paragraphs down into shorter ones. Use contractions.
- Refer to your reader as “you” — not “we” or “us.”

Photography
Include a high-resolution image – it means that

- When people share your story on Facebook and Twitter, it’ll be more prominent in news feeds and people are more likely to click on it.
- It’ll look better in Medium’s own news feeds

We need photography to:

- Have a clear focal point and an uncluttered background
- Be a vibrant, high contrast image in JPEG form
- Be landscape in format (i.e. 1000 x 1000 pixels/maximum of 2MB)
- Have copyright clearance checked
- Include details of the photographer if relevant
- Be able to be cropped (tell us images not allowed to be cropped)

If you don’t have an image – we can help you with that – as we have access to a number of image banks.