

# UCAS SUBJECT GUIDE

VIDEO GUIDELINES

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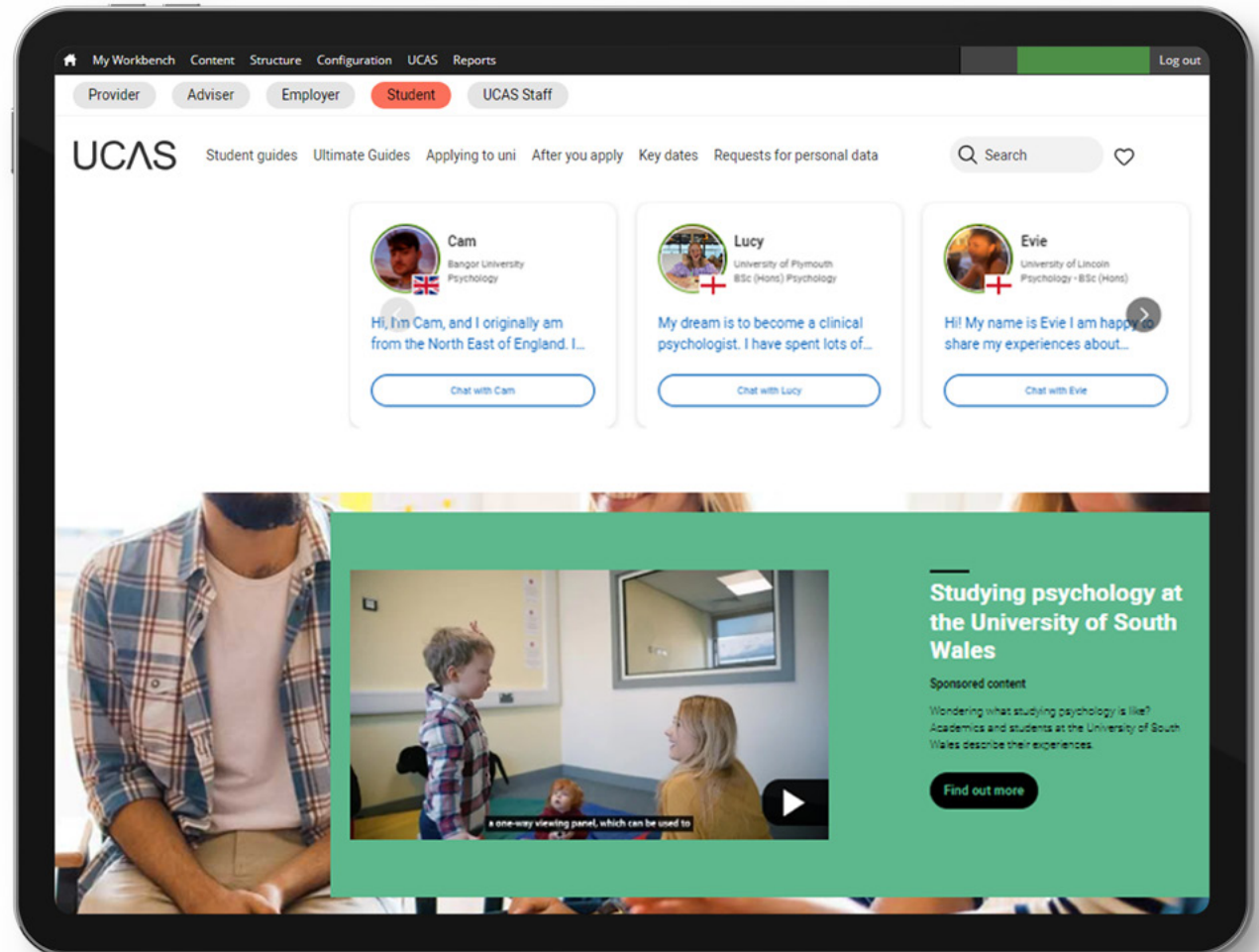
# SUBJECT GUIDE VIDEOS

Our subject guides are the first port of call for many students researching their options for what to study next after school. Sponsored videos on our subject guides give you the opportunity to help students understand what studying the subject in question would be like.

You may want to use existing videos and edit if necessary, or you might choose to produce something new.

- ▶ The video content needs to bring the subject to life, and first and foremost enrich the subject guide page to give students more information and insight into what studying the subject is like. You could feature facilities, campuses and USPs for your institution in relation to the subject.
- ▶ There are no strict restrictions on what to cover in the video, but the subject needs to be the focus. For example, this can involve 'day in the life' style content from current students/ staff, tours of facilities, insights into modules and course content, why students chose their subject and what they like best about their subjects.

Subject guide pages are not course listings and are a top-level overview of subject areas.



\* Please note there may be other sponsored videos on these pages and the sponsored videos for Clearing will take priority.

- ▶ Style-wise, peer-to-peer works very well for this audience, some elements of students speaking about their experiences would be ideal.
- ▶ Videos should be no longer than 3 minutes. We recommend videos to be around the **1 or 2 minute mark**.
- ▶ CTAs will go through to your provider page on the UCAS website or through to your URL provided. **If you are providing your own URL please send us a tracked UTM link.**
- ▶ Please include two versions of the video – one with subtitles burnt in, and one without.
- ▶ The ideal video quality would be **1080p (standard size 1920 x 1080)**. The video thumbnail is going to be important here.
- ▶ Please send us the **thumbnail image** you wish to use, plus the video files for us to upload directly to our website. Thumbnails are ideally the same size as the video - **1280 x 720** or **1920 x 1080** depending on the video quality.
- ▶ You will need to provide a short piece of copy to accompany the video; there's no set character count, but we'd recommend just a short sentence or two.
- ▶ Creative content should be sent to **[services@ucas.ac.uk](mailto:services@ucas.ac.uk)**. If your file is too big to send via email please let us know and we can send you a secure file link to use. **Please note we do not accept file transfers via We Transfer.**



# WANT TO CHAT WITH US ABOUT YOUR VIDEOS FOR GUIDANCE?

Speak to the team ([services@ucas.ac.uk](mailto:services@ucas.ac.uk)) in the first instance, and we can connect you with our content strategy team for more in-depth content guidance if needed.\*

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