

Study London Blog Contributor Guidelines

Study London is a campaign that promotes London to international students. The primary communication channel is www.studyLondon.ac.uk.

Article themes

Below is a small sample of the articles we would like to publish on the blog. We also encourage your own ideas to reflect life in London.

- London experiences: London events, galleries, museums and other interesting and exciting London experiences
- Cheap eats: review London's cafes and restaurants
- Hidden London: what has surprised you about living in London
- Green London: how is London helping to improve our environment
- Student diary: tell us about your perfect London day
- My course: write about your course, what you have learnt and how living in London has added to your education

Word limit = 200-400 words

Key blog messages

- A world class education in a world class city
- Fulfil your potential and pursue your passion
- London is the most diverse city in the world
- Life in London adds value to studying here
- Experience something different at every turn

Writing Style

The blog is intended to be an informal and personal celebration of London. Articles are published to inspire the readers and promote the benefits of studying in London. Submissions should be written in easy, conversational language and must engage on a one to one basis.

To help achieve an open tone, let's avoid

- using the third person when the first person will work
- the passive voice (use the active "we will do it" rather than "it will be done")
- long paragraphs

London is a rich brand; it needs a rich use of language. Tell stories and avoid too many dry, abstract facts and description. Remember stories are about people. Try to avoid the gushing use of too many superlatives (brilliant, amazing, wonderful, best etc).

At all times please consider that English is not the first language of your audience. Use plain English and avoid jargon, metaphors, clichés and slang.

Long words do not impress, if you can find a suitable shorter word, use it. Remember, less is always more.

The techniques we have suggested here are not intended to be used with every piece of writing produced for Study London. And don't think that you have to go through the techniques here and 'tick all the boxes'. Be creative.

Article submission

All articles will be read by the Study London editorial team. If your article is chosen for publication, Study London may suggest revisions prior to publication. Once reviewed, Study London will publish the article under your name and will include a suitable weblink of your choice (e.g. your personal website, blog, Myspace or Facebook page).

All articles must be accompanied by a digital photograph relevant to the article.
All relevant links to other websites must also be included.

Submissions must be original works that have not been published elsewhere. Study London cannot guarantee that all articles will be published. Study London's decision is final. No payment can be made for blog submissions. All published articles will remain on the Study London website until Study London chooses to remove the article.

Submission details

Email your blogs to info@studylondon.ac.uk. Please state in the subject line that your email is for the Study London blog. We aim to acknowledge receipt of all submissions within seven working days.

General style tips

Abbreviations and acronyms

Avoid using abbreviations and acronyms where possible. If using acronyms, be sure the first reference of the object is written in full. E.G. University College London (UCL).

Full-stops and spacing

Use a single space after the full-stop.

Punctuation

Avoid the use of dashes where possible. A sentence with too many comma's should be split into two sentences.

Figures

Use figures for numerals from 11 upwards. One to ten should be written in words.

Spelling

Use British English rather than American English or any other kind.

General

Except as set out above, follow the style guide as set out by the Economist at: www.economist.com/research/StyleGuide