

UCAS

CLEARING SOLUTIONS 2023

SPONSORED CONTENT GUIDELINES

Including pre-recorded social
and subject guide content

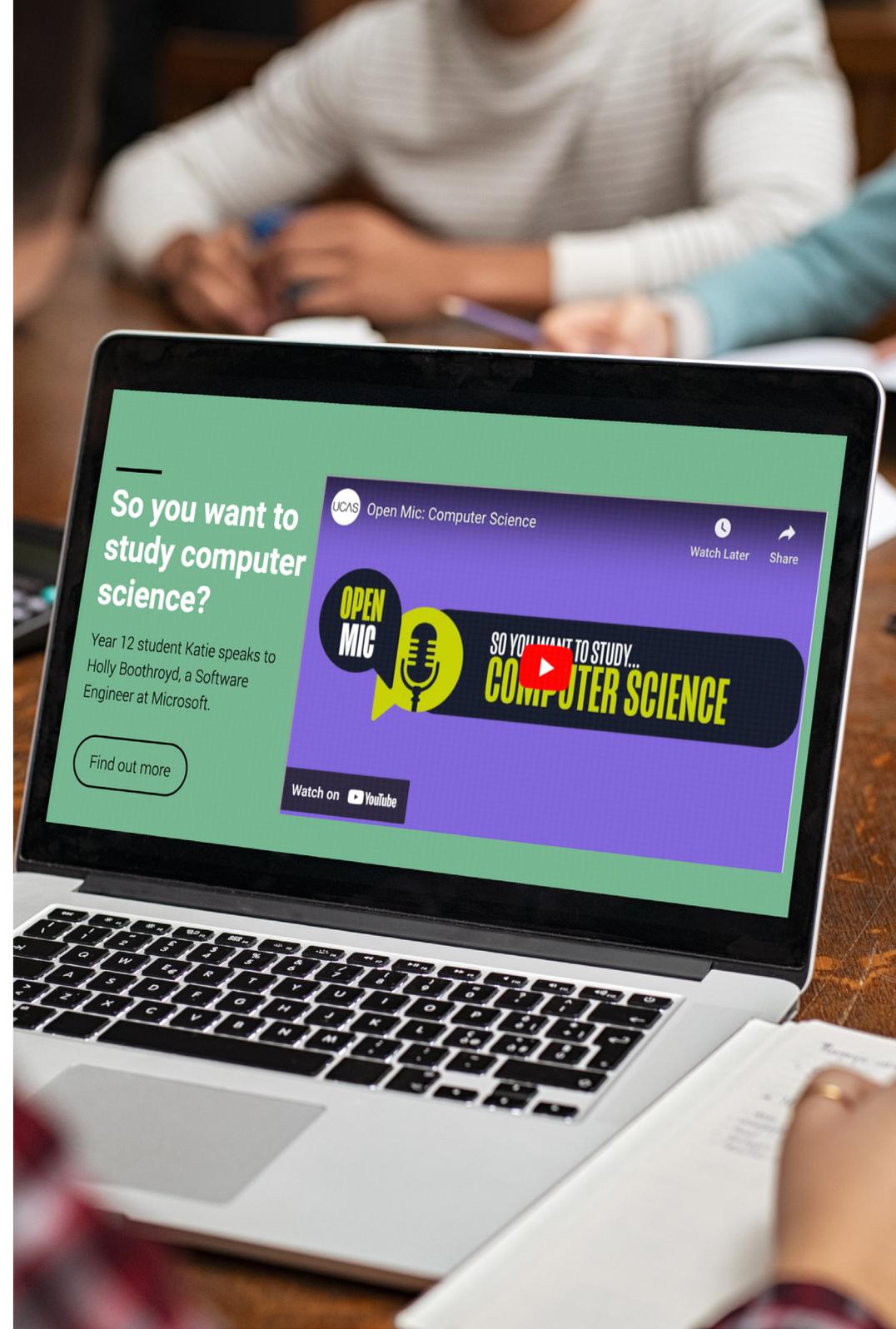


SUBJECT GUIDE VIDEOS

See the [subject guides here](#)

Chat to us about your videos for guidance. Speak to the team (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. You may want to use existing videos and edit if necessary, or you might choose to produce something new.

- ▶ Video content needs to bring the subject to life, and first and foremost enrich the subject guide page to give users 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. 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, what they like best about their subject, and so on. Please be mindful that the subject guide pages are not course listings, so it they will be more of a top level overview of subject areas (so you could cover a few courses within a subject video).
- ▶ Style-wise, peer-to-peer works very well for this audience, so some element of students speaking about their experiences would be ideal.
- ▶ Videos will ideally be up to 4 minutes maximum in length.
- ▶ CTAs will go through to your provider page on the UCAS website.
- ▶ Please include two versions of the video – with subtitles burnt in, and without and with a transcript.
- ▶ Quality ideally 1080p (standard size 1920 x 1080). The video thumbnail is going to be really important here. We can embed the video from YouTube for you but to ensure maximum accessibility, it would be beneficial for us to upload the video directly to the site for you.



SUBJECT GUIDE PROMOTED COURSE

See the [subject guides here](#)

Link through to your UCAS course listing from 1 of our popular in-depth subject guides. Promoted course links will feature prominently on the page and take precedence over non-promoted courses.

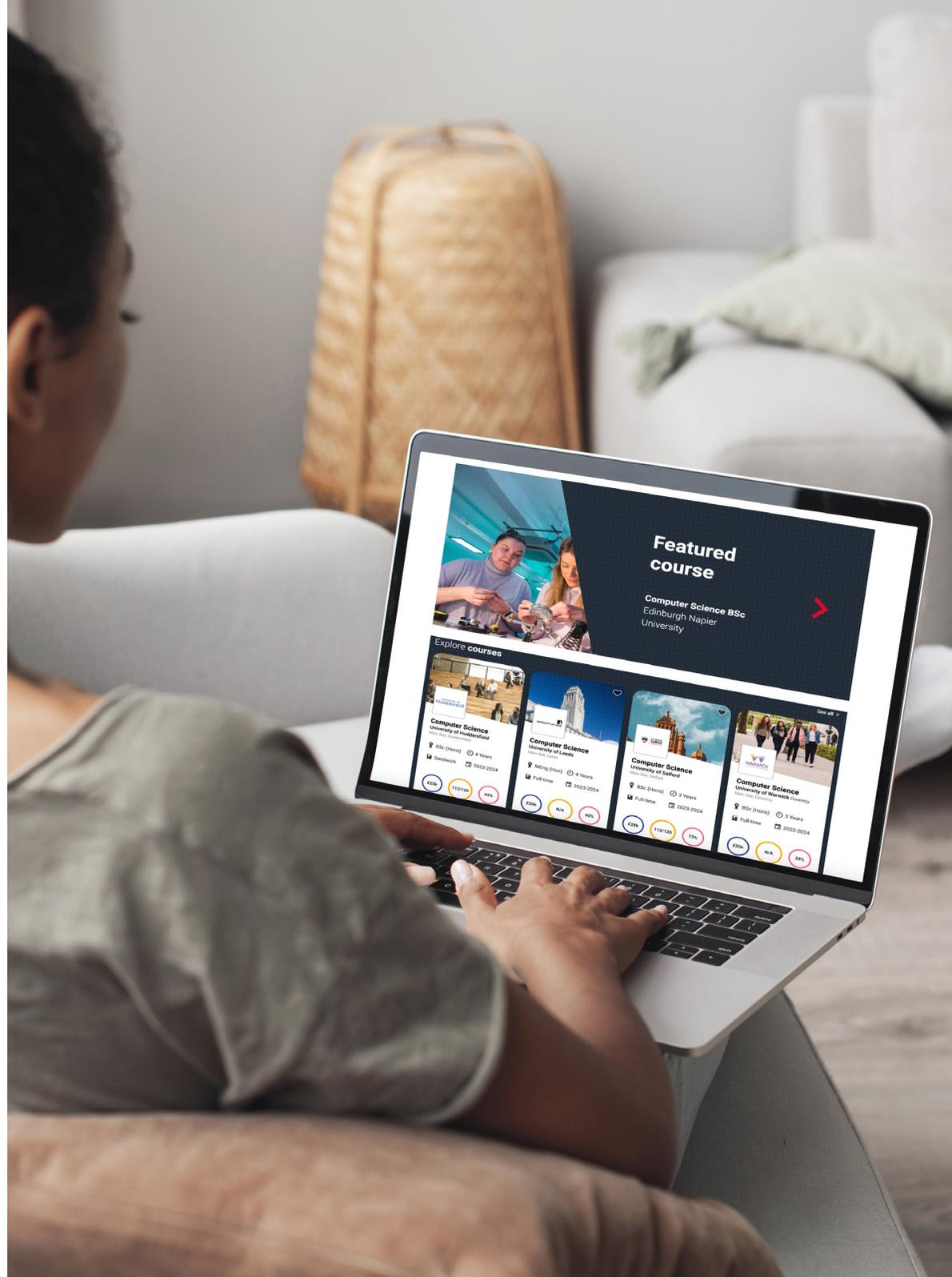
- ▶ Up to 3 advertisers per subject

We'll need your:

- ▶ Course title
- ▶ Course link

And we'll take care of the rest!

We will link to the course page on UCAS, but if you have a relevant image you'd like to supply, we can use it here.



PRE-RECORDED SOCIAL VIDEO

Either work with us to create a co-branded video (which could be filmed in our studio) or produce your own video to fit with our content guidelines and specifications.

- ▶ Informational video covering a specific help topic, agreed with us in advance and designed to help guide all students and their influencers through a particular aspect of Clearing
- ▶ Topics we've mentioned this year:
 - » Clearing Checklist
 - » Know your options
 - » Why it's OK to change your mind
 - » The admissions tutor's Clearing hacks
 - » Clearing for mature students
 - » Match making magic
 - » Prep your phone game plan
 - » Clearing checklist
 - » Timeline of Results Day
 - » What happens now?
 - » Uni essentials and what not to take...
 - » Finding accommodation
- ▶ Video size: 1920 x 1080.

Recommended video length: 60 seconds (for best coverage across UCAS social channels. Longer videos, up to 5-mins max., can be shared on select channels only)

We can organise a briefing call with you before your recording to go over topics and best practice, get in touch with your Customer Manager to access our expert guidance.
- ▶ The specific help topic needs to be the focus so the videos remain impartial
- ▶ See previous examples of Clearing sponsored social videos:
 - Your Clearing Checklist**
 - Uni Essentials**

