



INTERNATIONAL EDUCATION SERVICES

2018 China Media Campaign

Landing page on NetEase mobile app Education column

<https://education-services.britishcouncil.org>

Institution Landing Page on NetEase

网易教育 关注中国教育向上生长的力量!

首页 Home 留学 Study Aboard 移民 immigration 外语 Language Study 高考 Gaokao 校园 College News 商学院 MBA

Study UK China Media Campaign

Banner

院校展示

Institution profile

Academic / student interviews

Admissions information

Alumni and career development information

Short video

本期摘要

Short introduction

精彩图集

Campus photos

Teaching facilities photos

Student associations & campus life

Student statistics

Content requirements - Images

Material	Number	Requirement
Banner images	2	Campus or people images; Size:1014*507 & 640*480
Campus scenery	6	Environment, buildings, sightseeing, etc. Size: 900*600 or above
Academic facilities	6	Laboratories, class rooms, libraries, facilities etc. Size: 900*600 or above
Student life	6	Canteen, dormitories, sport centre, student union, open day, etc. Size: 900*600 or above
Infographic of student statistics	3	Number of Chinese students and international students, graduate salaries, employability situation, etc. Size: 900*600 or above

Note: Each image should include a description

Content requirement - Articles

Materials	Number	Requirement
One line introduction	1	Within 60 Chinese characters (100 English words)
General introduction	1 article	Content: history, ranking and subject strengths, research excellence, internationalisation etc. 600 Chinese characters or above; one image with description (Size: 400*300 landscape)
Experience sharing by students/staff	1 article	Content: Introduction by senior management staff and academic, or student stories from alumni or current student; 600 Chinese characters or above; one image with description (Size: 400*300 landscape)
Admission information	1 article	Content: admission requirements 600 Chinese characters or above; one image with description (Size: 400*300 landscape)
Employability	1 article	Content: Chinese graduate employability and career development 600 Chinese characters or above; one image with description (Size: 400*300 landscape)

Content requirement - Video

Material	Number	Requirement
Promotion video	1	Within 5 mins; mp4 format; Chinese language or with Chinese subtitle