**Education UK website: Guest feature**

**About the Education UK website**

[Education UK](http://www.educationuk.org) is the British Council’s website for international students interested in studying in the UK or taking a UK qualification overseas.

With over 2 million visitors each year, our aims are to:

* Inspire international students to choose a UK education
* Help students to find suitable UK courses and scholarships
* Help students to plan and prepare for UK student life.

The site caters for students interested in UK higher education, further education, boarding schools and English language centres.

**How you can get involved**

We’re pleased to invite you to contribute one or more guest features to the following four sections of the website. Articles will be promoted via [Education UK Facebook](https://www.facebook.com/EducationUK.BritishCouncil), [Education UK Twitter](https://twitter.com/educationuk) and other social media channels to audiences worldwide.

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| **UK regions showcase**  [*Explore the UK*](http://www.educationuk.org/global/sub/international-students-guide-to-the-uk/) *section. Aim: Give prospective international students a taste of what the UK’s towns, cities and regions have to offer.*  Want to contribute a guide to your city, town or region? Please see here for examples of how you could write your article: [Explore the UK](http://www.educationuk.org/global/sub/international-students-guide-to-the-uk/).  Please note – the aim of this section is to promote regions of the UK. We will credit you as author and link to your institution, but we cannot include any other details here which promote your institution. We hope you understand.  **How to contribute:**  Before drafting an article, please send us a rough outline of your idea. That way, we can check it is suitable and ensure no-one else is covering it already.  Please contact Lisa [lisa.hansson@hotcourses.com](mailto:lisa.hansson@hotcourses.com) and Sophie Cannon for more details [sophie.cannon@britishcouncil.org](mailto:sophie.cannon@britishcouncil.org). |
| **UK student life**  [*Magazine*](http://www.educationuk.org/global/sub/the-magazine/) *section. Aim: Show international students the great adventures they can have on- and off-campus in the UK, and help them settle in.*  You could write about:   * Life and culture in the UK – e.g. the UK’s obsession with queuing, celebrating Diwali in the UK, UK music festivals, etc. * UK student life – e.g. preparing for exams, fresher’s week, societies, etc * Advice – e.g. what to pack, how to write a great essay, planning your next steps after graduation, etc.   Please note – the aim of this section is to showcase UK student life. We will credit you as author, and link to your institution, but we cannot include any other details here which promote your institution.  **How to contribute:**  Before drafting an article, please send us a rough outline of your idea. That way, we can check it is suitable and ensure no-one else is covering it already.  Please contact Lisa [lisa.hansson@hotcourses.com](mailto:lisa.hansson@hotcourses.com) and Sophie [Sophie.partarrieu@britishcouncil.org](mailto:Sophie.partarrieu@britishcouncil.org) for more details. |
| **Research/creativity/innovation showcase**  [*Discover, create, innovate*](http://www.educationuk.org/global/sub/discover-create-innovate/) *section. Aim: show audiences worldwide that UK universities, colleges and schools are leaders in research, creativity and innovation.*  Stories should focus on truly ground-breaking and exciting innovations – developed by your students and academics – that benefit society. In particular, we welcome stories where an international student or academic has worked on the project and is happy to be interviewed. See here for examples: [Discover, create, innovate](http://www.educationuk.org/global/sub/discover-create-innovate/)  **How to contribute:**  Please send the following information to Ellie [ellie.buchdahl@britishcouncil.org](mailto:ellie.buchdahl@britishcouncil.org):   * Your institution name * A short press release about the results of your students’/academics’ work * Details (name, age, country, course of study, contact details) of one or two students or academics involved * Around three pictures illustrating the project and the students/academics |
| **Meet the academics**  We would love to hear from academics who are passionate about their subject and want to share this with students worldwide. We are looking for features written by professors, post-doctoral researchers, lecturers, academics and teachers. To contribute, you might like to cover some or all of the following questions, or you might prefer to take a different approach:   * Why I love my subject * What’s the best thing about my job * How my subject contributes to the world/society * How my subject/research area might evolve in the future/ what breakthroughs it could lead to * Why studying this subject is great for students – career prospects, developing skills etc * How does teaching in my area differ between the UK and abroad * Why the UK is a great place to study * Advice for international students who want to know more about studying my subject (websites, stories, suggested reading, links to history of the subject) * What are the options for graduates   All contributions need to include your name, subject area, institution and nationality.  Please note – the aim of this section is to show students that the UK offers students an excellent education and to give them a taste of what it is like to study your subject. We will credit you as author and link to your institution, but we cannot include any other details here which promote your institution. We hope you understand.  **How to contribute:**  Before drafting an article, please send us a rough outline of your idea. That way, we can check it is suitable and ensure no-one else is covering it already.  Please contact Sophie [Sophie.partarrieu@britishcouncil.org](mailto:Sophie.partarrieu@britishcouncil.org) and Ellie [ellie.buchdahl@britishcouncil.org](mailto:ellie.buchdahl@britishcouncil.org) for more details. |

**Editing and publishing**

We will publish as many articles as we can, but we may have to turn some down for reasons of style, topic or schedule – e.g. too many articles on the same topic/topic not in line with our remit/content unsuitable for our audiences. **Giving us a rough outline of your proposed article before you draft the piece should minimise this.**

In some cases, we may need to edit your article, to bring it in line with our brand/editorial standards. If so, we will send you a copy before publishing for your sign-off.

**Word count and style**

There is no required word count – but short and sweet (500-1000 words) usually works best. Please use plain English, write as if you are having a conversation, and avoid corporate-speak. Also, it’s best to keep the language simple for students who are learning English.

**Photos**

We have a good library of images of the UK, so no need to supply any for the UK regions showcase or the Magazine. However, if you have high-res images of students in and around campus, or taking part in any fun activities then feel free to propose them.

**Deadline**

There is no deadline. Please submit articles at any time.