

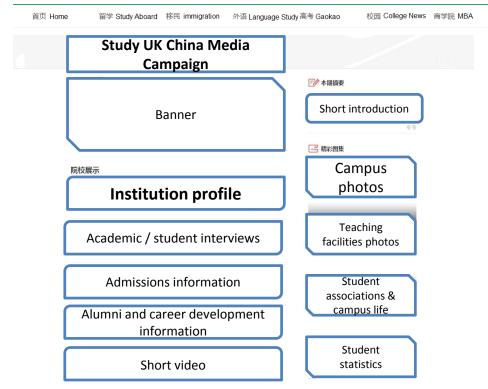
INTERNATIONAL EDUCATION SERVICES

#### 2018 China Media Campaign Landing page on NetEase mobile app Education column

https://education-services.britishcouncil.org

# **Institution Landing Page on NetEase**

#### 網易教育 关注中国教育向上生长的力量!



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## **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

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#### **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