

Content Collaboration Guidelines

WHS Academic Alliance

Submission guidelines

- **Relevance:** Content should be related to the WHS Academic Alliance, newsworthy, or have a completely new angle on a topic
- **Language:** English
- **Content proposal:** Please send us final versions. Please note that we may need to make editorial changes. Of course, we will share any adjustments with you for review before publication – nothing will be published without your approval.
- **Submission lead time:** Please send your proposal at least 2 weeks in advance of your desired publishing date
- **Technical requirements:** Images as .jpg or .png / Videos as .mp4 or as a download link

Submission checklist

- Contact person (for questions / clarifications)
- Preferred publishing channel(s)
- Preferred publishing date
- Headline
- Social media tags
- Links to your website / research project / event page
- Text (may include Hashtags)
 - Website / Newsletter: **150-400 words**
 - LinkedIn: **50-150 words**
 - Facebook: **40-80 words**
 - Instagram: **30-50 words**
 - X: **20-40 words**
- Files
 - Images:
 - **Social media:** 1080 × 1350 px
 - **Website/Newsletter:** no requirements
 - Videos:
 - **Instagram reels:** 9:16 (1080 × 1920 px); max. 60 seconds
 - **LinkedIn/Facebook feed posts:** 4:5 or 16:9 (1080 × 1350 px or 1920 × 1080 px); max. 60 seconds