Student content creator program

HELLO
STUDENT

Welcome to the

Hello Student's content creator program.

We are so excited to see all the content you create for us!

Firstly,
do you follow us on social?

♪ @HelloStudentOfficial

⊙ @_HelloStudent

𝕏 @_HelloStudent

f Hello Student Official

What we're looking to achieve.

We are on a mission to make Hello Student the no.1 choice for students when booking student accommodation.

To help do this, we are building brand awareness on social media.

With your help, we want to showcase the Hello Student lifestyle by highlighting :

Community: Highlight the vibrant and inclusive community at Hello Student.

Lifestyle: Showcase the fun and exciting student lifestyle, including social events, extracurricular activities, and leisure time.

Perks and Benefits: Emphasize the unique features and amenities offered by Hello Student, such as study spaces, common areas, and on-site services.

Student Experience: Share personal stories and testimonials from current residents about their positive experiences living with Hello Student.

The briefs:

Day in the life.

Concept:

Capture the typical day-to-day routine of your student life, Highlighting the various aspects of living in Hello Student accommodation.

Key points:

- Morning routine: Waking up, getting ready for classes.

- Studying: Show the student's study space, using the facilities (e.g., library, common areas).

- Socializing: Capture the student's interactions with friends, attending events or joining clubs.

- Leisure time: Showcase the student's hobbies or interests (e.g., cooking, gaming, exercising).

- Evening: Highlight the student's night routine, relaxing or attending social events.

Target audience:
International and UK students, aged 18–25.

Style:
Authentic, casual, and relatable

Room tour.

Concept:

A guided tour of your student room, showcasing its features and amenities and how you've decorated to make your room feel like home.

Key points:

- Show how you've put your personal touch on your student room.

- Bedroom: Highlight the bed, wardrobe, desk, and any additional furniture.

- Bathroom: Show the shower, toilet, and sink.
- Kitchen: Demonstrate the cooking facilities (e.g., microwave, fridge, hob).

- Storage: Showcase any additional storage space (e.g., lockers, cupboards).

Target audience:
International and UK students, aged 18–25, considering living with Hello Student.

Style:
Informative, visually appealing, and inviting.

Decorate my uni room with me

Concept:

Take us on a journey of decorating your uni room and how you've personalised your space.

Key points:

- **Before and after transformation**
- **Unique decorating ideas and themes**

Target audience:
Students looking for inspiration to make their living space more comfortable and personalised.

Style:
Visually appealing, inviting, inspiring

Student hacks.

Concept:

Share your life hacks and tips for making your student life easier and more efficient.

Key points:

- **Study tips and time management strategies.**
- **Organisation and productivity hacks.**
- **Tips for saving money and time.**

Target audience:
Students looking for ways to improve their daily lives.

Style:
Practical, helpful, and time-saving.

Student challenges.

Concept:

Participate in fun and creative challenges related to student life.

Key points:

- **Cooking challenges or recipe contests.**
- **Study challenges or productivity hacks.**
- **Fashion or style challenges.**

Target audience:
Students looking for entertainment and a sense of community.

Style:
Fun, competitive, and engaging.

Student Interviews.

Concept:

Interview / ask other students their opinions or advice to do with student life.

Key points:

- Hop on trending topics eg. are you demure or brat summer?
- What course are you doing and what is your dream job?
- If you could give anyone advice about uni what would it be?
- Aim to interview at least 3 –5 people on the same question asked.

Target audience:
Students looking for entertainment and a sense of community, looking for advice

Style:
Fun, entertaining & engaging, informative

Get to know me.

Concept:
Get ready and chat to the camera, or take us along with you while you run an errand or cook dinner. Let us get to know you and what your Hello Student life is like.

Key points:

- **Suggestion points:** what you like to get up to outside of uni, what you study, your hobbies and passions.
- **Do you have a dream? how are you working towards it?**
- **Inspire other students, what are your achievements, what are you working towards, do you have a side hustle?**
- **Create a sense of community at Hello Student.**
- **Inspire others,**

Target audience:
The Hello Student community and other students who may be looking to live with us.

Style:
Authentic, expressive, original, and inspiring.

Freedom.

Concept:
You can create any video you like, that you think would entertain, or relate to student life. Make sure it's appropriate for Hello Student to post though ;)

Suggestions:
Think about how you can create content using:

Trending audio
Trending dances
Trending challenges
Trending topics

For example, try the gherkin juice and coke trend in a hello student communal kitchen. Get your friends involved. This is relevant, entertaining and shows the community of students in your accommodation.

Target audience:
The Hello Student community and other students who may be looking to live with us.

Style:
Authentic, expressive, original, relevant, and inspiring.

Requirments

The nitty gritty stuff

Please record your videos vertically, 1080 x 1920 px

Make sure your videos and images are clear, in focus and to the highest possible quality. Natural lighting helps this.

Send 2 versions of your content: one **with** captions **and** one **without** captions.

Send your content via www.WeTransfer.com to Social@hellostudent.co.uk

In the text box, please include

- Your name
- Accommodation name
- Music you'd like to use in your content.
- If you'd like us to tag you, please include your social usernames.

Please send by 30th November 2024

Tag us in your content

Uploading content to your own account is optional, but if you do upload your content from these briefs or you're just capturing your student life whilst in our buildings, **please tag us** and use the **#HelloStudentLife**

@HelloStudentOfficial

@_HelloStudent

@_HelloStudent

Hello Student Official

Good luck :)