



UNIVERSITY OF
LINCOLN

Alumni Ambassador – Inspiring our future students

One of the things that we often hear from prospective students is that they are inspired by the stories of successful graduates like you. The testimonials of alumni who have used their experience at Lincoln to go on to make an impact on the world around them are extremely persuasive with those who are thinking about studying at the University. We would encourage you to tell your story by sending us a short “vlog” that we can use on our website and on social media channels.

What is Vlogging?

Vlogging is the activity or practice of posting short videos. They are a great way to reach a wider audience and, as alumni are our greatest advocates, videos of our alumni talking about their careers and life post-graduation can be a really powerful way to connect with both current and future students.

What should I talk about?

We want the videos to be as natural as possible but it is important for you to include certain pieces of information:

- Full Name
- Year(s) of Graduation
- Course(s) Studied
- What inspired you to study at the University of Lincoln?
- What are you doing now? Include current job title & organisation / employer
- How did your time at the University of Lincoln support your career?
- What are the best parts of your job?
- What are your top tips for current / future students?

If you have already completed an alumni profile form, a lot of what you have included in that can be used as the basis of your video.

Technical Guidance

The vlogs should ideally be around one minute, and certainly no longer than five minutes, and at least HD720p quality (a standard smart phone will produce this quality or higher). If you choose to film via a mobile phone, you will need to position your camera to film horizontally, rather than portrait.

What happens next?

Once you have completed your video you should upload this to YouTube or vimeo and send the link along with the original video document to alumni@lincoln.ac.uk.

Where will it be used?

Your video might be used on our website, by our Careers and Employability Team and for various marketing materials. By uploading and sending us your video you are giving consent for us to use it how we feel best suited.

Need more support?

Should you have any other questions about the recording or use of your video please contact the Alumni Team on alumni@lincoln.ac.uk.