



## Share your 'stay home story'

As everyone keeps telling us, we're in unprecedented times. But unprecedented times have created some brilliant community actions, innovation and stories that need to be heard.

Now is your chance to tell these.

**Everyone has a story to tell.**

Whether you're a Welfare Officer working hard to keep morale up in your college, a student group running live stream sessions, an academic rep making sure changes to exams are communicated clearly, or a student stuck in Durham far from home, we want to share your story. Whatever your experience of the current 'lockdown', you can tell it.

We know this is a difficult time, and so we don't want to overlook anyone's experience. If you're struggling to study in difficult home circumstances, if you're feeling isolated living alone, or if you're homesick, we want to share your stories too. It's easy to feel like everyone is coping better than you, but times are difficult right now, and we want to make sure everyone in our community feels heard.

Drop Ellie, our PR and Communications Coordinator, an email to express your interest. Briefly outline your idea and say which medium you would like to use.

**Contact:** [eleanor.m.scorah@durham.ac.uk](mailto:eleanor.m.scorah@durham.ac.uk)

## Write a blog

So you're a writer? Follow the guidance below to write your "stay home story."

- Reflect on what you want to say. What's the focus of your blog post?
- Keep it to 400-600 words.
- Write in short sentences and short paragraphs.
- Make it personal and informal! Share the human side of your story.
- Send along some photos to accompany it. Please confirm you have permission from everyone in these photos to appear on the Durham SU website and be shared on our social media.

## Film a vlog

Prefer to be visual? Follow these steps to film your "stay home story."

- Reflect on what you want to share. What's the focus of your vlog?
- Film a two to three-minute video about your story.
- Filming on your phone is fine – you don't need a hi-tech set up!
- Make sure you have good lighting – natural light is often best.
- Think about what's in the background of your video – tidy up that pile of laundry, make sure there's nothing distracting, and try not to film in front of a window.
- Make sure there's not too much background noise.
- Film a quick test to check the sound first.
- You can get creative and edit your video in iMovie or another free editing app.
- To make our videos accessible, we add subtitles. Please help us with this by sending over a transcription of your video.
- Please confirm you have permission from anyone in your video to appear on the Durham SU website and be shared on our social media.
- Send your video to Ellie (contact details below) using WeTransfer.

Want more video tips? Check out this article [here](#).

## Do an Instagram Takeover

Social media guru? Share your "stay home story" on Instagram.

- Reflect on what you want to share. What's the focus of your story?
- Arrange a date for your takeover with Ellie (contact details below).
- Do your takeover on your own Instagram account, tagging @durham.su in each post. A staff member will then share these to the Durham SU account.
- Introduce who you are and what you're up to in your first frame!
- Get creative – make use of video, GIFs, boomerangs etc.
- Use the "stay home" sticker in your posts.
- Try to spread your posts throughout the day, instead of all in one go.
- Don't forget to sign off at the end!
- Please confirm you have permission from anyone in your posts to appear on the Durham SU website and be shared on our social media.

## If you're stuck...

If you have any questions, don't hesitate to email Ellie, our PR and Communications Coordinator, at [eleonor.m.scorah@durham.ac.uk](mailto:eleonor.m.scorah@durham.ac.uk).

**We look forward to sharing your stories.**