



**UREPRESENTATION MATTERS**

# BLOG & VLOG GUIDEBOOK



Instructions for Blogging &  
Vlogging with URep Abroad



# *Thank You!*

We appreciate you sharing your journey with us!

The URep Abroad blog, #URepresentationMatters, aims to highlight the international education (IE) journey from un- and underrepresented professionals, students, and leaders. These blogs and vlogs provide a peek into the diverse communities of international educators while highlighting critical issues, providing advice and insight, and inspiring future generations.

Thank you for your participation and contribution to uplifting the next generation of international education professionals.

*Dr. Shawntia K Eyr*

DR. SHAWNTIA KEY  
CEO & FOUNDER, UREP ABROAD





# B/Vlog Guidelines



## Marketing Request



**Photo Image:** Ideal size is at least 800 x 800 pixels square image as a large JPG or PNG. The photo should include your full shoulders and the top of your head (avoid any cut-offs).

**PRON**

**Pronouns:** Provide your preferred pronouns as either he/his; she/hers; them/they.



**Bio Introduction:** Roughly 50 words so the readers know who they are and your background.



**Contact Info (optional):** Provide an email, social media, website, LinkedIn (whatever you prefer) as a way for our readers to contact you directly.



## Consent Release

Our Consent Release allows URep Abroad, LLC to use the appearance (both in video format and/or still image) and voice of an individual for the benefit of marketing and resources. **The Consent Release is required for all bloggers and vloggers.**

SUBMIT THE CONSENT RELEASE [HERE](https://forms.gle/RjLvNLwemYxTyqCK6)  
(<https://forms.gle/RjLvNLwemYxTyqCK6>).

Participating in the #URepresentationMatters blog has two options: the interview format and drafting original content.

## Interview Format

For Blog and Vlog participants.



URep will provide a list of questions for you to choose from upon the confirmation of participation. Questions may focus on a theme, professional experiences, advice & insight, and resources. **A sample list of questions is on page 4.**

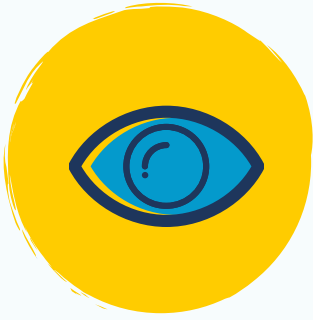
## Original Content

For Blog participants Only.

We want to hear the good, bad, and lessons learned throughout your travels. All original content creators have the option of submitting their stories anonymously or publically.

**Provide URep a summary (no more than 150 words) of your topic for approval, and URep will help you edit and draft your final product. Guiding questions are on page 4.**

# SUBMISSION PROCESS IN 5 STEPS



1

**Review Guidebook.** Review the outline and B/Vlogging participation options.



2

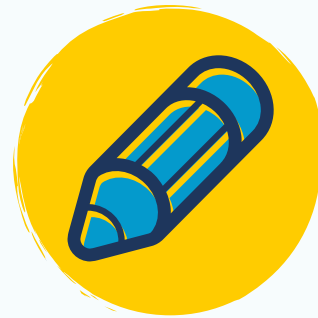
**Complete Blog & Vlog Form.** The Form is located at [URepabroad.com/blog/form](https://urepabroad.com/blog/form)

\*\* This step can be skipped if URep contacted you directly.



3

**Participation Confirmation.** After confirming your participation, a draft deadline and a list of questions (for interview format) are provided.



4

**Marketing and Consent.** Provide the required marketing materials and complete the consent release.



5

**The Launch.** B/Vlogs are hosted on the URep website and social media. B/Vloggers will receive the official link to share with their network.

**Guess What? There are Perks!**  
Blog participants will receive a social media "thank you" from the official URep Abroad account, exposure for their business, website, and/or LinkedIn, and an opportunity to engage with the URep Abroad community.



# SAMPLE INTERVIEW QUESTIONS



QUESTIONS ARE SUBJECT TO CHANGE.

## Professional Experience

- What led you to the career path?
- Looking back on your career, what was the impact of your first IE job?
- When did you know you wanted to specialize in [insert specialty/job/side hustle]?
- Was there a career/personal setback you faced which you later realized was an advantage to becoming the professional you are today?
- Where did you study/work/volunteer abroad? Why did you choose that location?

## Advice and Insight

- How could the education/international ed sector become more inclusive?
- What opportunities should IE explore to strengthen the intersection between global learning and diversity, equity, and inclusion?
- Why should underrepresented individuals care about IE?
- What advice do you have for underrepresented communities for staying resilient in the IE field?
- What soft skills do you value when hiring new professionals?

## Resources

- What is a book/podcast/digital resource you would recommend and why?
- What is your favorite motivational/inspirational quote?
- What advice would you give your younger self?
- Who inspires you and why?

## Original Content Blog

In 1,500 to 2,00 words, please share your journey as an un- and underrepresented international leader/educator with readers. Consider your audience by asking yourself, who do I most want to help? What lessons from my own life can I share with others? What are the top three to five things someone should know?

**UREP Abroad is happy to assist in any structural elements or brainstorming concepts if needed.**