

# Campus

## Campus written resource guide 2025

Thank you for agreeing to contribute to [Campus](#). We publish useful, professional advice to support those working in higher education. This can be in the form of written articles, short videos or a combination of the two.

This guide is for written resources – there is a separate guide for video resources.

Campus advice should be practical and applicable, offering fresh ideas, perspectives and solutions on day-to-day challenges facing university staff at all levels, in:

- [Teaching and learning](#)
- [Early career research](#)
- [Research management](#)
- [Equity, diversity and inclusion](#)
- [Internationalisation](#)
- [Sustainable Development Goals](#)
- [Leadership and strategy](#)
- [Digital transformation](#)
- [Interdisciplinarity](#)
- [Student success](#)

The writing should be original. Any use of AI must be declared on submission. We realise AI may be used to assist in drafting articles, but proper authorial oversight must be applied to any AI content. Articles that appear to have been written with significant use of AI will not be accepted.

The lessons shared can be based on personal experience, research findings, case studies or collective feedback and insight. They can be written as ‘how to’ guides or more personal anecdote or opinion-based insights.

Either way, you are writing for your fellow higher education professionals therefore, advice should go beyond obvious statements and assertions. It should offer specific, nuanced and contextual details associated with the work of educators, early career to senior academics, researchers and administrative staff.

**Consider:** Why should someone read your article? Are you saying anything new / building on prior knowledge / moving an argument forward? What is the evidence for your advice?

**Remember:** Explain *how* to do something, as well as *what* and *why*. Keep it conversational, direct and concise. Do not waste words.

Examples of well-structured written resources

[Why is no one listening? | THE Campus Learn, Share, Connect](#)

[To trigger-warn or not to trigger-warn: that is the question | THE Campus Learn, Share, Connect](#)

[The aspiring academic’s career path from PhD to professor | THE Campus Learn, Share, Connect](#)

# Campus

## How to structure your resource

Title	If in doubt, keep it simple and snappy
Name, role, institution	
Social media handles	
Standfirst	One or two sentences summarising what the resource is about – what advice are you offering and what challenge does it address?
Body text	<p><b>Written features: 750-850 words</b></p> <p><b>Introduction:</b> Provide a brief introduction to the challenge or issue being addressed. Explain why it is important and could be improved.</p> <ul style="list-style-type: none"><li>• Make it clear what is new and compelling about your advice.</li></ul> <p><b>Body text:</b> Explain the potential solution(s) or method(s) that will meet or overcome this challenge or improve outcomes.</p> <ul style="list-style-type: none"><li>• Provide practical detail and examples that will enable the reader to understand how theoretical advice can work in practice.</li><li>• Include pointers on how to apply the advice in specific contexts.</li><li>• Explain how the approach(es) outlined can improve outcomes, drawing on personal or institutional experiences, research findings, staff and student feedback.</li><li>• Case studies, examples, statistics or an element of surprise will draw in the reader</li><li>• Subheadings and bullet points can improve readability but do not over-use them as this does the opposite.</li></ul> <p><b>Conclusion:</b> Finish with a summary of key takeaways or concluding line on the potential future development of the ideas. Do not simply repeat points already covered.</p>
Extra tips:	<ul style="list-style-type: none"><li>• Keep sentences clear and concise.</li><li>• Keep it conversational – imagine you are explaining something to a friend.</li><li>• Avoid academic jargon.</li><li>• Avoid acronyms and technical language wherever possible.</li><li>• Use sub-headings to split the resource into sections.</li><li>• Use bullet points where appropriate, such as when listing options.</li><li>• If you quote someone, please give their full name and explain who they are.</li><li>• If you reference research, link to it – we do not include references in the style of an academic journal.</li><li>• Use an active voice: “The teacher marked the assignment” rather than: “The assignment was marked by the teacher”.</li><li>• Don’t assume detailed knowledge of a subject. Include links to explainers or further information.</li></ul>
Additional links	We are happy to include links to relevant related content and resources, so include these at the bottom.

# Campus

## Common mistakes to avoid:

- 1) Campus resources are **not opinion pieces or news features**. They should be focused on advice, sharing of expertise, insight and tips to help other HE professionals do their jobs better.
- 2) It is easy to fall into writing a narrative piece detailing a successful project/scheme at your institution. Such accounts can provide a foundation for the advice but should not be the sole focus of the piece. Resources should provide outward-looking, practical advice for others; use your project or experience to back up or draw out lessons.
- 3) These are **not promotional pieces** and attempts to make them such de-values them as advice resources. If your article is published on Campus, it will clearly display your byline and institution. Repeated mentions of your institution throughout the copy will be removed.

## How to submit an article to Campus

Articles should be submitted as Word files. Please do not send PDFs as they cannot be edited. A Campus editor will review the copy and provide feedback to the author or make edits directly in the Word document.

This might be minor text and grammar corrections but could involve major edits such as structural changes, questions or requests for more information or supporting evidence.

The author is then sent the amended document and will be asked to address any feedback and return a corrected version. When both editor and author are happy with the text, the resource will be published as soon as possible.

The Campus editor will write or revise the headline and standfirst. They will also choose an image to accompany the resource, but authors can provide images or graphics to support their text. Authors should ensure they have permission for the images or graphics to be published online.

Finally, please check our [Campus contributor terms and conditions](#) and ensure you're happy with them.