



How to:

Content Creation Guide

Making content

As a volunteer your biggest advantage is your career, education and life experiences!

At ALSA UK we use our own skills and experiences and share this with the wider community to help and advise!

What can i create content on?

Most volunteers create content based on their degrees and experiences. If you have had any opportunities/experience, these can make up your content.

Some examples of content posts you can create:

- **Gap Year Stories:** Did you take a gap year? Share how you made the most of it.
- **Non-Traditional Paths:** If your career didn't follow the usual university route, talk about alternative paths and lessons learned.
- **Niche Careers:** Are you working in a specialist field? Share the experiences that helped you get there.
- **Opportunities & Resources:** Do you know about grants, internships, or summer work opportunities in your field? Create a guide to help others access them.

This list isn't exhaustive—your **lived experiences are the best source of inspiration**. Use them to your advantage and don't be afraid to share your journey. What feels ordinary to you might be exactly what someone else needs to hear.

If you need more inspiration, have a look at the Instagram for posts already uploaded @alsa_uk_.

Before you start creating: Please share your idea with your team lead. This ensures your post aligns with our aims and values, and helps us maintain a consistent message across ALSA UK.

Please also refer to the brand guidelines so you are aware of the fonts and colours you can use for your posts.