

Guidelines for Posting a Photo on the HKU Homepage

Objective:

The HKU homepage provides a platform for faculties and departments to share their photos and communications with the HKU community and the public.

Specifications for the photo and captions

- **Image size: 1728W x 1216H pixels, below 2MB**
- Image format: GIF, JPG/JPEG (RGB format), PNG
- For post-event publicity, you may provide a link of the related website/ press release/ photo albums / videos for HKU members to revisit the event.
- The captions should be bilingual. The below table shows the maximum no. of characters for each field:

	English	Chinese
Title	max. 140	max. 65
Sub-title	max. 200	max. 85
Descriptions	max. 390	max. 175
Notes: 1. You may fill in any one or all the fields for the captions according to your needs. 2. Please preview your submission to make sure the captions are displayed properly.		

Display period

- 2 weeks (If you would like to post the photo for a longer period, please state your reasons on the form)

Types of photos that are suitable

1. Events, ceremonies, conferences and activities at the whole-university level
2. Research-related or important projects or initiatives
3. Teaching and learning
4. Achievements and awards

5. Fame factor (e.g. university rankings, renown scholars)
6. Promoting the university's international image
7. Festival-related or greeting messages
8. Campus life
9. Campus scenery

Services provided to the photo owner

- A “click rate report” of the photo will be emailed to the owner after the posting period has expired.

Selection criteria

The photo should be:

1. Preferably of professional quality
2. Of topics interesting to hku.hk readers

The caption should be:

1. Self-explanatory, clear and concise

Avoid

1. Typos in content
2. Incorrect information
3. Unclear messages, repetitions and too many acronyms
4. Photos that are taken at an unprofessional angle/ blurred/ out of focus/ too dark/ too bright/ distorted / or have too much noise
5. Outdated photos (especially for events which have been held more than 2 weeks ago)
6. Seminar photos (too general)

These are NOT allowed

1. Commercial logos or advertising element
2. Photos without copyright clearance
3. Photos that show no relationship with HKU
4. More than two photos of the same theme/event displayed within one week

Editorial Prerogative

1. The photo owner should ensure the caption is grammatically correct. Our editorial team reserves the right to approve, reject or edit the submitted

photos and captions.

2. The editorial team may alter the posting date, period and the order of appearance of the photo for scheduling purposes.
3. If any of the requirements listed in these photo guidelines is not fulfilled, your submitted photo may be rejected. You may consider amending the caption or editing the photo with reference to our comments.

Responsibility of the photo and caption provider

If any complaint/enquiry arises because of the posted photo, the photo owner will be responsible for responding to that complaint/enquiry.

Photo submission and approval

For time-specific photos (e.g. for events), we recommend that you submit them as soon as possible after the event. Please fill in our online form [here](#). It generally takes about 3 working days to process your request.

Enquiries

Please contact any of us ynwing@hku.hk / hkuweb@hku.hk

Communications and Public Affairs Office

(Last update on June 30, 2021)