CURL 2025 Spring Conference
Instagram Submission Guide

Submission Requirements

1. Submissions are due to CURL by 11:59PM on <u>Monday, March 10.</u> Please contact us ASAP if you need extra time: we will do our best to accommodate ☺

2. Please ensure your content fits the requirements set out by Instagram.

   a. **Length:** 2200 <u>characters</u> (not words) max.

   b. **Image and Video Ratio/Size/file formats:** See this guide. Images with the wrong ratio will be cropped by Instagram.

   c. **Number of Images:** Max 10. <mark>If your submission contains multiple images, ALL of those images **MUST BE THE SAME SIZE**. If they are different sizes, our Instagram scheduling site may crop all images to the size of the first image, possibly cutting off your valuable content.</mark>

   d. **Video File:** .mp4, max length of 10 minutes, 30+ FPS

3. **We require participants to create accessible content**. **Inaccessible submissions may not be accepted.** Please use a font size that is highly readable on cell phones, include image descriptions and subtitles, use high contrast (very light text on a very dark background or vice versa), etc. Learn more about accessible posts at our Creating Accessible Content page!

Submission Instructions

1. **Create the submission file.**
   Fill out the template on page 2 and put it in the same folder as your media files. Now compile the template (.doc, .docx, or .rtf) **and** media files (.jpg, .png, .gif images or .mp4 videos) files into a single **.zip** file (see instructions here).

   a. If you are submitting as part of a class, name the file YourName_CourseCode.zip.
      If you are submitting independently, name the file YourName.zip.

   b. If your submission contains images, ensure their file names are numbered in order.

   c. Do NOT embed images in your written document; simply include them in the .zip file.

2. **Submit your work.**
   a. **Independent participants:** Upload your .zip file to our public 2025 Spring Conference OneDrive by 11:59PM on Monday, Nov. 20, 2023. Use the folder labeled "Independent Participants."

b. **Students from a participating class:** Send your files to your professor for review first. After reviewing your file, they will upload the .zip to the 2025 Spring Conference OneDrive using the folder labeled with your course name, or they will ask you to do so.

3. **Notify CURL.** As soon as your work (if you are an independent participant) or your class's work (if you are a professor) has been uploaded, please send us an email at curl@uwo.ca to let us know. The sooner we have access to it, the easier it is for us to plan the conference ☺

Submission Template

Please do not embed your images in this Word document. Simply include them in the .zip file.

1. **Participant name(s) and email address(es):**

2. **Written Content:** Your post caption, 2200 characters max. Remember to introduce yourselves!

3. **Low-Vision Accessibility Features:** These ensure people with limited vision or who use screen reading software can read and learn from your post.

   a   For each **photograph** you have included in your .zip file, please provide a short image description. **If your image contains important text, write the text out.**

   Example: "A photo of a desk with a laptop on it. To the right of the laptop is a closed, Huron-branded notebook with 'My Research Process' written on the front.'"

   b   If you are submitting a **video,** please include a text-based copy of the script you used. If Instagram's automated captions are inaccurate, we can post the transcript in the comments.

   c   For each **text-based image or infographic**, double-check that your text is relatively large and clear, not small and crammed together. Write concisely so you can use a large font and put adequate space between sections and points.

   d   For each **text-based image or infographic** you have included in your .zip file, please type the text here and describe any important visual elements.

   Example: "Title: My Results. A dual axis graph illustrates the following results: 75% of the students using study method 1 remembered what they learned two weeks later. The average boredom rating was 1/5…" etc.

Thanks for submitting! We can't wait to see your work ☺