

Storytelling Campaign:

“Share Your Marine Turtle Conservation Story”



SUBMISSION GUIDELINES

Before you start

- Submissions are welcome from individuals and organizations alike.
- Read these guidelines before filling in the form, being prepared will make the process much smoother.
- Have your files ready before you start filling in the form. You will need to upload them as attachments, so make sure they are saved on your device and clearly labelled.
- All submissions must include a **title**, a **short written description** (approx. 2-3 sentences or 50-75 words) summarising your story, and the **exact location** of the story to help us place it on the Story Map. If the location is not easily identifiable on the map, we recommend providing geographic coordinates.

A note on language

All submissions must be in **English**, but please do not let this stop you from sharing your story. We warmly encourage contributors with other languages to submit their original text alongside a translation done using free AI tools. These tools have improved enormously in recent years and work well for most languages.

Here are some free options:

- **DeepL** (deepl.com) widely regarded as one of the most accurate free translation tools. No registration needed for basic use. Paste your text directly or upload a Word or PDF file.
- **ChatGPT** (chatgpt.com) particularly useful for polishing a translation or making it sound more natural. Free to use without an account.

For videos recorded in another language, you can add English subtitles using one of the free tools described in the Video section or simply submit a transcript translated to English alongside your video.

Accepted formats

Text submissions:

- Accepted file types: Word (.doc, .docx) or PDF (.pdf)
- We recommend aiming for between 300 and 1,000 words
- If your story includes photographs, please upload them as separate image files rather than embedded in the document

Image submissions:

- Accepted file types: JPEG (.jpg, .jpeg) or PNG (.png)
- Please submit images at the highest resolution available
- Each image must be accompanied by a written description explaining the story behind it. This can be submitted as a separate Word or PDF file
- If submitting multiple images, upload each one as a separate file

Video submissions:

- Please **do not upload video files as attachments**. Instead, provide a link to your video in the relevant field on the form.
- You may upload your video to a file-sharing service (e.g. Google Drive, OneDrive, Dropbox, WeTransfer, etc.) and share the download link; or provide a link to a video hosted on YouTube, Vimeo, etc.
- We encourage short videos (under 3 minutes) as they are easier to share on social media, but longer videos are also welcome.
- Videos recorded in languages other than English are welcome, but please include English captions, if possible, or provide an English transcript.
- Please ensure that any links you provide are publicly accessible.

How to add English captions to your video

- **CapCut (recommended):**
Upload your video to CapCut and select **Text** → **Auto Captions**. Choose the language spoken in the video, and CapCut will automatically generate captions. Review and correct the captions for accuracy, then use the **Translate Captions** feature to create English captions. Export the final video with English captions embedded. [capcut.com].
- **YouTube**
Upload your video to YouTube and set the visibility to Unlisted so that only people with the link can view it. YouTube will automatically generate captions in the language spoken in the video. Review and correct these captions in **YouTube Studio** → **Subtitles**, then add an English subtitle track. Share the YouTube link with English subtitles available.
- If none of these work for you, simply submit a translated written transcript of your video as a separate Word or PDF file.