



StudentBeans

Tone of Voice

Editorial



Our tone of voice

Our mission is to **entertain and/or add value** in our content — this is the first question we ask when coming up with an idea and we don't write anything that doesn't fulfil this. We are always putting students at the centre in everything we create.

Students describe us as:

- **Bold**
- **Funny**
- **Creative**
- **Trustworthy**
- **Inclusive**
- **Informative**
- **Supportive**



Our tone of voice is...

StudentBeans



Bold

We are confident, not arrogant— confident enough in our authority to not mince words. We stand up for what we believe in.

- Don't be afraid to **take a stance** - avoid hedge words like “maybe” or “possibly”
- Use vocab and make stylistic choices that evoke strong emotion e.g. “agony”, “nightmare”, “life-changing”, “magic”, ALL CAPITALS (use sparingly), exclamation marks (use sparingly)
- Explanations are **clear, concise** and to the point e.g. omit needless words, sentences and phrases should be short and easy to understand.
- Use **reliable sources** of information and properly cite them - use journals and surveys, not wikipedia or other blogs.



We've openly spoken out about how [Andrew Tate is problematic](#) and a danger to women's rights and safety. We even posted [our own IG post](#) on the matter, and got some incredibly mixed reactions from people who support his ideology:

What does this mean?

Students are accumulating more debt than ever before. According to [Study International](#), the [average student loan](#) in 2021/22 was £46,000, consisting of roughly three years of full tuition fees at £9,250 a year and three years of maintenance loans at £6,000 a year.

Support for sexual assault at some universities is dire

The [Warwick University rape chat scandal](#), where a 'lads chat' was set up and detailed horrific accounts of acts they wanted to perform on their female peers. It was one of many incidents that highlighted just how little is done to safeguard students against rape.

Funny

We're informal and chatty, but know our stuff and we speak to students at their level. Our content makes you laugh, not cringe.

- **Avoid slang and puns** that age us e.g. avoid millennial slang, words that are very “of the moment” but use the occasional timeless word or abbreviation e.g. “omg”
- Use **contractions** e.g. “you’re” instead of “you are”
- **Avoid formal, essay-like tropes** such as “thus”, “moreover”, “furthermore”
- **Write like you speak** but keep it easily understood by the masses e.g. informalise with words like “perrrrfect”, “ew”, “noooooo”
- Use **trending references** and scenarios our audience are familiar with to inject humour and relatability



You're going to want a piece of this. 🍕

Crazy about **Crocs**? Us too. Arguably THE comfiest shoes around, **Crocs** will see you from uni lecture to chilling out in the flat. Get in the club now and save 25% off all your fave pairs.

Creative

We're always coming up with **exciting ways to reach students**.

- Ensure that headlines offer something **new or exciting** to draw in our audience e.g. "You'll never guess", "You NEED to have/know about/see..."
- Use linguistic techniques that **make copy engaging** and **create intrigue** e.g. alliteration, play on words and rhetorical questions
- Use relatable cultural moments to inject personality to create compelling narratives
- **Don't ever copy** phrases from other brands

SEX, DRUGS & STUDENT LOANS

THE UNUSUAL WAYS SOME STUDENTS ARE PAYING THEIR BILLS

Nando's is back with their most amazing deal yet. You won't believe who'll pick the winner...

I Love You But I Will Turn Into A Gremlin If I Don't Have Designated Ugly Time

BY MELANIE WHYTE

Ugly time is my love language.



Who The Fuck Let Harry Styles Shave His Head?

BY LAURA RIZZO CHAGANI

I am literally not OK.

Trustworthy & Inclusive

We offer a balanced response to student issues. Our copy is always inclusive and shows compassion — we make sure that students feel seen and understood.

- Ask open questions to engage with students e.g. “what do you think about...?”, “how would you feel if...?”
- Share specific examples of feelings and scenarios that students will relate to e.g. loneliness, getting no sleep, hungover lectures, late nights in the library etc.
- Use vocab that conveys compassion and understanding e.g. “we get that”, “it’s tough when...”
- Don’t talk down to students or oversimplify important issues - students are smart and deserve smart answers
- Headlines should reflect the content material and the same tone should be carried throughout e.g. a title on student finance advice should give that advice in the article body.



Put self-care first

If you've noticed anxieties creeping up more than usual, then it's time to look inward and take some time out.

Go for walks, read that book you've been putting off, and go on a full digital detox (yes, including all socials). Do what feels good, you know yourself best.

I was eating girl dinners before they were all over TikTok—and I was miserable.

I only had some slices of turkey, two mini cucumbers, veggie sushi, and nine strawberries for dinner today. I'm doing so well. Look how little I'm eating, and I'm losing weight, too. The last time I weighed under 150 pounds, I was in high school. Look at how well I'm doing!

This was the cycle of thought I was stuck in for well over a year of my life.

Informative

We're a source of reliable information and we never guess — all our advice is backed up by the facts.

- **Write with purpose** and connect your copy together with relevant points
- **Break down complicated topics** into manageable sentences and paragraphs - use bullet lists and number your points too
- Use headers to better **sign post your content**
- **Use data and expert quotes** to support ideas and break down heavy topics

✿ 14% have started using credit cards for extra cash

✿ 7% are taking out additional bank loans to cover big costs

✿ 2% have started an OnlyFans

And some have taken more drastic measures...

READ OUR BLOG TO FIND OUT WHICH LAWS STUDENTS ARE WILLING TO BREAK TO STAY AFLOAT

According to [Unipol and the National Union of Students \(NUS\)](#), rent for halls of residence in the UK has risen by 60% in the last decade, some reaching an average of £7,347 per year.

That's basically the majority of your student maintenance loan gone. For context, students living at home get a maximum of £7987, for students away from home outside of London it's £9,488, and students in London receive £12,382. As you can imagine, student budgets are stretched to the limit, and it'll only get worse if student accommodation rises by such an unreasonable amount.

What are universities doing?

The most important thing to remember is that there are things you can do to help with your finances during this difficult time. Now more than ever, make sure you're getting the right amount for your student loan. Many [universities offer financial help](#), advice and hardship funds, so get in touch with an advisor at your University to see how to apply for the fund if you are struggling.

Supportive

Our content shows students what's possible — our copy exudes positivity and students see us as **the place to come for opportunities and the answers.**

- We **encourage students** to reach higher levels
- We're **constructive** when talking about issues
- We **don't push** students down one path, we show multiple possibilities
- Use vocab that **conveys enthusiasm and excitement** e.g. "OMG", "you won't believe"

Ok, it's happening. Everyone stay calm. Get your wish lists ready, because the Gymshark **Black Friday** sale launches tomorrow at 16:00GMT.

Stop paying extra for convenience and find out how you can save money every single time you order from your favorite food delivery apps.

1. Always Be Looking For Promos & Discounts

But a student's gotta eat, right? That's why we've made a list of stealthy and sneaky snacks you can eat in class. You won't cause a disturbance and you get to eat: win-win.



Syntax & punctuation

StudentBeans



General rules

- We **don't use "I" or "me"** as we're talking to students as one united entity rather than singular people
- **Use contractions** to make copy less formal e.g can't, you're, we're
- Keep **sentences and paragraphs short** and to the point — paragraphs need to be digestible on mobile devices so no longer than 3 lines
- **Vary sentence length** to keep the reader engaged and use short sentences to make a point or create tension or urgency
- Keep **exclamation points to a minimum** (only use one and where really necessary)
- **Slang that's "of the moment" should be avoided** as it dates content and isn't always understood
- **Swearing should be used sparingly**(not email) if there's no other way of expressing an extreme reaction/emotion and letters should be "*" out
- **Avoid long, descriptive sentences** that detract from the point of the sentence or the article
- **Avoid using emojis in articles**, save them for social and email.
- **Use an em dash.** Dashes that join two sentences together (not words) should look like this "—" with a space either side
- **Avoid semicolons** unless completely necessary.



Brands we love <3

StudentBeans





WHY HAVE PEOPLE LOOKED THE SAME FOR THE LAST 20 YEARS?



AMÉRICA DE CALI: INSIDE COLUMBIA'S MOST NOTORIOUS FOOTBALL FANDOM



LIFE & CULTURE
YOUNG PEOPLE WILL NOW BE ALLOWED TO SOCIALLY TRANSITION AT SCHOOL



BEAUTY
FRAGRANTICA AND THE UNHINGED POETRY OF PERFUME REVIEWS

Dazed are on the pulse when it comes to covering what matters most to gen z.

From cultural op eds to current affairs, they're laser focused on coverage specifically for their demographic.

Their use of rhetorical questions in titles to cover intriguing topics is something we should aim to emulate.

The Face

The Tories have already given us enough “change”

Rishi Sunak is hellbent on proving his and his party's dynamism. But we've had enough of the U-Turns, replacement policies and total annihilation of our everyday lives.



Elon Musk: chaotic, impulsive... ket user?

Associates suggest that the SpaceX cadet's behaviour could be down to an escalation in use.

Should I be worried about my vape being spiked?

There's anecdotal evidence, from charities and the police, that predators are spiking people's vapes. Here's everything we know.



AI might be coming for your relationship, too

From “dating assistants” to bots that help you craft flirty zingers, artificial intelligence poses serious ethical questions about the future of online dating.

Describing itself as a “cultural trailblazer”, The Face provides stripped back, to the point journalism on everything from politics to fashion and music.

The Face conveys attitude and intrigue through rhetorical questions, punchy statements and shocking quotes.

They're confident with their knowledge of trends and news. They know what they like and what they don't like and aren't afraid to share it.



10 TikTok-Approved Kitchen Essentials You Need Right Now

BY ANDREA MARIE

TikTok strikes again...

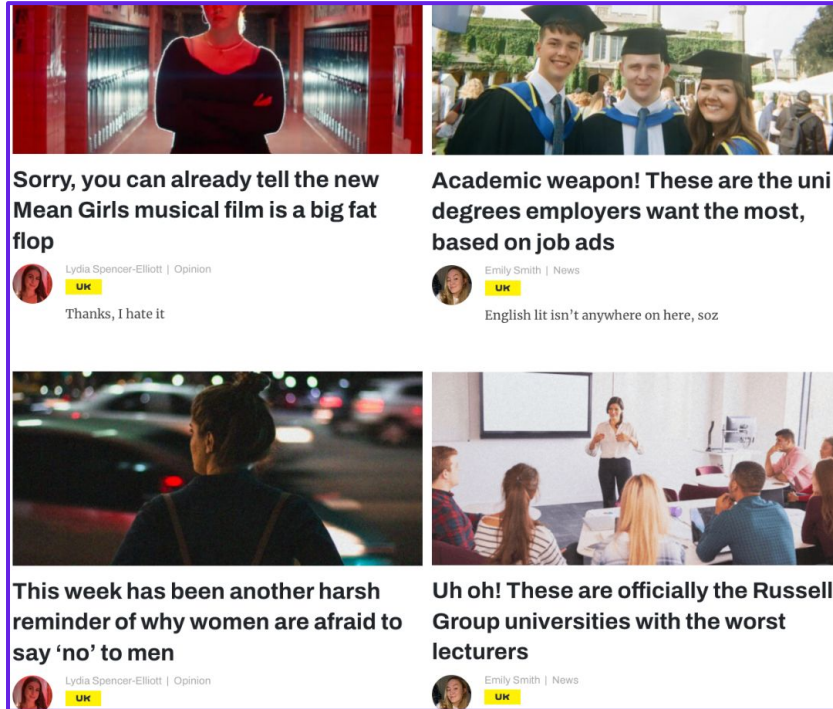
For The Group Chat

1. Yes, Iced Coffee Nails Are Actually A Thing Now
2. Party Ideas For Single, Child-Free People Who Just Need Some Recognition
3. Actually, The Worst Parts of a Breakup Are All The Admin Tasks No One Talks About
4. PSA To All The WFH Girlies, This Walking Pad Will Change Your Life
5. Celebrity Conspiracy Theories Ranked From Delulu To Kinda Might Be Real

Known for their unique takes on current events as well as their well-timed injection of humour, Betches are a no-nonsense brand that can make even the driest of topics fun and relevant.

Their demographic is women aged 18-35 so while this differs slightly from our own more gender neutral, younger demographic, we can learn a lot from how they inject personality and humour into the topics they cover.

The Tab



Written by students, for students,
The Tab offers up the latest
trends and news while always
sharing a uniquely student take.

While their language is informal,
often incorporating the latest
sayings, they always take a
strong stance and ensure their
personality shines through
whatever the topic.

Level-Up




No one takes a stance like Level-Up.

Their copy is both clear and emotive, citing evidence from reliable sources to make strong arguments that incite change.

They use clear and strong calls to action and make their position on the biggest issues clear.

When we cover tough topics or current affairs that impact students, this is what we want to emulate.

Her Campus




ACADEMICS

5 COLLEGE STUDENTS WHO NEED DISABILITY ACCOMMODATIONS ON THE REALITY OF ACCESSIBILITY ON CAMPUS

ACADEMICS

SHOULD RORY GILMORE BE YOUR MIDTERMS MOTIVATION? A PSYCHOLOGIST WEIGHS IN



ACADEMICS

THESE CELEBRITY SCHOLARSHIPS TAKE GENEROSITY TO ANOTHER LEVEL



ACADEMICS

5 COLLEGE STUDENTS WHO NEED DISABILITY ACCOMMODATIONS ON THE REALITY OF ACCESSIBILITY ON CAMPUS



ACADEMICS

THESE CELEBRITY SCHOLARSHIPS TAKE GENEROSITY TO ANOTHER LEVEL

Her Campus provides the perfect blend of authority and entertainment when it comes to college-related advice.

Speaking to students on their level, they leverage cultural moments to make their content relevant and relatable.

As a US content platform, their demographic is skewed towards US college students so keep this in mind when reviewing vocab, phrasing and topics covered.