

2026 年「發生在北聯大某處的那些事」境外生 IG 貼文徵件比賽活動簡章

2026 " Things Happen Somewhere at University System of Taipei"

Instagram Post Competition for Overseas Students

一、計畫宗旨

為促進臺北聯合大學系統四校(國立臺北大學、國立臺北科技大學、臺北醫學大學及國立臺灣海洋大學)之境外學生對各校校園特色、學習資源及生活環境之認識與交流，鼓勵學生以自身觀察及校園生活經驗為出發點，透過 Instagram 社群貼文形式，分享實用、有特色或值得推薦的校園資訊與體驗，特辦理「發生在北聯大某處的那些事」境外生 IG 貼文徵件比賽。期望藉由境外學生多元視角與創意呈現，展現北聯大四校之校園特色與學生活力，並累積兼具實用性、參考價值及社群傳播效益之內容。

Purpose

To enhance overseas students' understanding of and engagement with the campus features, academic resources, and student life at the four member universities of the University System of Taipei (National Taipei University, National Taipei University of Technology, Taipei Medical University, and National Taiwan Ocean University), the "Things Happen Somewhere at USTP" Instagram Post Competition for Overseas Students is organized. The competition encourages students to draw on their personal observations and campus experiences to create Instagram posts that share useful, unique, or noteworthy campus information and experiences. Through the diverse perspectives and creativity of overseas students, the competition aims to showcase the distinctive characteristics and vibrant campus life of the four USTP universities while building a collection of engaging content that offers practical value, useful insights, and potential for sharing on social media.

二、主辦單位

國立臺北大學國際事務處

Organizer

Office of International Affairs (OIA), National Taipei University (NTPU)

三、徵件對象

國立臺北大學、國立臺北科技大學、臺北醫學大學及國立臺灣海洋大學之在校境外學生(含學位生及非學位生)。

*若獲獎者為陸籍學生，因無法領取獎金，改頒獎狀以茲鼓勵。

Eligibility

Overseas students (including degree and non-degree students) studying at National Taipei University, National Taipei University of Technology, Taipei Medical University or National Taiwan Ocean University.

*Students from Mainland China will receive certificates instead of prizes.

四、徵件期間

即日起至 **2026 年 11 月 18 日(星期三)中午 12:00** 截止(若有更動，將於主辦單位活動網頁另行公布)。

Submission Period

From now on to **12:00 PM, November 18, 2026 (Wed.)** (If there is any change, it will be announced on NTPU OIA's website.)

五、報名方式

線上填寫報名資訊，並上傳參賽作品連結、著作權聲明暨讓與同意書及學生證影本。

報名網址：<https://forms.gle/WrpxKGHfeHH3EKAUA>

*參賽作品請自行上傳至個人雲端空間（如 Google Drive 等），並於報名表中提供可直接開啟及下載之分享連結。短影音作品亦可上傳至 YouTube，設定為不公開後提供觀看連結。參賽者應確認作品連結及存取權限，並維持連結有效至 2026 年 12 月 31 日。若因連結失效或權限問題致無法檢視作品，經通知後仍未於期限內完成補正者，視為資格不符。得獎者須依主辦單位通知提供作品原始電子檔。

Application

Fill out the application information online, and upload the photograph, Copyright Declaration and Assignment Agreement and a copy of the student ID card.

The application link: <https://forms.gle/WrpxKGHfeHH3EKAUA>

* Participants must upload their entries to their personal cloud storage (e.g., Google Drive) and provide a shareable link in the application form that allows the organizer to directly access and download the files. Short video entries may also be uploaded to YouTube with the visibility set to Unlisted, and the video link may be submitted instead. Participants are responsible for ensuring that their entry links and access permissions remain valid until December 31, 2026. If an entry cannot be accessed due to an invalid link or permission issues, and the participant fails to resolve the issue within the specified deadline after being notified, the entry will be disqualified. Award recipients must provide the original digital files of their entries upon request by the organizer.

六、參賽規範

（一）創作主題：

以發生於臺北聯合大學系統（國立臺北大學、國立臺北科技大學、臺北醫學大學及國立臺灣海洋大學）校園中的特色人、事、物為主。參賽者可自由選擇以其中一所學校或跨校經驗為創作主題，分享個人校園經驗、學習與生活體驗、跨校資源與活動、私房景點、美食推薦、交通資訊、生活技巧或其他值得分享的校園內容。作品須適合於 Instagram 社群平臺分享，內容應真實原創，不得含有不實資訊、人身攻擊、歧視、暴力、猥褻、違法或其他不當內容。若有上述行為，主辦單位有權取消其參賽資格。

（二）作品形式與規格

每件參賽作品視為一則 Instagram 貼文，參賽者應自下列二種形式擇一投稿：

1. 短影音貼文

- (1) 每件作品為 1 支 15 至 30 秒短影音。
- (2) 影片採直式 9:16 比例，1080 × 1920 像素以上。
- (3) 檔案格式為 MP4 或 MOV。

2. 多圖貼文

- (1) 每件作品由 3 至 5 張圖片組成。
- (2) 各檔案應圍繞同一主題並具有內容連貫性，請依 Instagram 貼文之呈現順序編號（1、2、3……）。
- (3) 圖片採 4:5 比例，1080 × 1350 像素以上。
- (4) 圖片格式為 JPG 或 PNG。

3. 貼文文字

每件作品均須提供與作品相關之貼文文字，得使用 Emoji 及 Hashtag。總字數中文以 300 字以內、英文以 200 個單字以內為原則。

（三）作品內容規範

1. 每人限投稿 1 件作品。作品應以參賽者對校園之實際觀察、生活經驗或正確資訊為創作基礎。
2. 作品語言可為中文、英文或參賽者母語；如使用中文、英文以外之文字或語音，應提供英文字幕或英文說明。作品不得含有剪輯軟體浮水印或與內容無關之商業 Logo。
3. 參賽作品須為參賽者之原創作品，且未曾於其他公開競賽或徵選活動獲獎。作品不得於本活動徵件期間同時投稿其他競賽或徵選活動。曾於個人社群媒體公開發布者不在此限。
4. 作品如使用他人之照片、影音、音樂、插畫、字型或其他受著作權保護之內容，參賽者應自行取得合法授權。如涉及人物肖像，亦應取得相關同意。因作品所生之著作權、肖像權或其他權利爭議，由參賽者自行負責。
5. 如使用生成式人工智慧（AI）工具協助創作，應於報名表中註明使用之工具及用途，並自行確認內容之正確性及相關權利。AI 得作為文字、圖像、影音或設計之輔助工具，但不得以 AI 生成內容虛構或冒充實際校園場景、人物、活動、資訊或參賽者之真實體驗，亦不得利用他人受著作權保護之作品進行未經授權之重製或改作。
6. 參賽者須填具著作權聲明暨轉讓同意書，並保證所提供資料均為真實正確。作品送出後不得更換或修改作品內容。如屬報名資料、檔案格式、作品連結、存取權限或文件缺漏等行政事項，主辦單位得通知限期補正，逾期未完成者視為資格不符。
7. 得獎者應依主辦單位通知提供作品原始電子檔。如經查證有抄襲、侵權、資料不實或其他違反本活動規定之情形，主辦單位得取消其參賽或得獎資格。

Regulations

I. Theme

Entries should focus on distinctive people, events, places, or other aspects of campus life at the four member universities of the University System of Taipei (USTP): National Taipei

University, National Taipei University of Technology, Taipei Medical University, and National Taiwan Ocean University. Participants may focus on a single university or explore experiences across multiple universities. Topics may include personal campus experiences, academic and living insights, cross- university resources and events, hidden spots, food recommendations, transportation tips, life hacks, or any other engaging campus content. Entries must be suitable for sharing on Instagram and must contain truthful and original content. Entries must not contain false or misleading information, personal attacks, discrimination, violence, obscene material, illegal content, or any other inappropriate content. The organizer reserves the right to disqualify participants who violate any of the above requirements.

II. Format and Specifications

Each entry shall be considered one Instagram post. Participants must choose one of the following two submission formats:

1. Short Video Post

- (1) Each entry consists of 1 short video lasting 15 to 30 seconds.
- (2) Aspect ratio: Vertical 9:16, with a resolution of at least 1080 × 1920 pixels.
- (3) File format: MP4 or MOV.

2. Multi-Image Post

- (1) Each entry consists of 3 to 5 images.
- (2) All images must center on the same theme and maintain content coherence. Please number the files sequentially according to the intended display order on Instagram (1, 2, 3, etc.).
- (3) Aspect ratio: 4:5, with a resolution of at least 1080 × 1350 pixels.
- (4) File format: JPG or PNG.

3. Post Text

Each entry must include a caption relevant to the submitted work. Emojis and hashtags are allowed. As a general guideline, captions should not exceed 300 Chinese characters or 200 English words.

III. Content Regulations

1. Each participant may submit only one entry. Entries must be based on the participant's actual observations, personal experiences of campus life, or accurate information.
2. Entries may be presented in Chinese, English, or the participant's native language. If a language other than Chinese or English is used in written or spoken content, English subtitles or explanations must be provided. Entries must not contain watermarks from editing software or commercial logos unrelated to the content.
3. All entries must be original works created by the participants and must not have previously won awards in other public competitions or contests. Entries must not be submitted to other competitions or contests during the submission period of this Competition. However, works previously published on personal social media accounts are eligible.

4. Participants must obtain proper authorization for any third-party photographs, videos, music, illustrations, fonts, or other copyrighted materials used in their entries. Consent must also be obtained from individuals whose likenesses appear in the entries. Participants shall be solely responsible for any disputes concerning copyright, portrait rights, or other rights arising from their entries.
5. Participants who use generative artificial intelligence (AI) tools to assist in creating their entries must disclose the tools used and their purposes in the application form. Participants are responsible for ensuring the accuracy of their content and compliance with relevant intellectual property and other rights. AI tools may be used to assist with text, images, videos, or design. However, AI-generated content must not be used to fabricate or misrepresent actual campus scenes, individuals, events, information, or the participant's personal experiences. Unauthorized reproduction or adaptation of copyrighted works using AI tools is also prohibited.
6. Participants must complete and submit the Copyright Declaration and Assignment Agreement and ensure that all information provided is true and accurate. Once an entry has been submitted, its content may not be replaced or modified. For administrative issues, such as incomplete application information, incorrect file formats, invalid entry links, access permission issues, or missing documents, the organizer may notify participants to make corrections within a specified deadline. Failure to complete the required corrections by the deadline will result in disqualification.
7. Award recipients must provide the original digital files of their entries upon request by the organizer. If an entry is found to involve plagiarism, copyright infringement, false information, or any other violation of the Competition rules, the organizer reserves the right to revoke the participant's eligibility or award.

七、評選方式

- (一) 由主辦單位聘請專家組成評選小組，依下列標準審查參賽作品，評選出特優獎、優等獎及佳作獎作品。
- (二) 評分標準：
 1. 主題內容(35%)：符合活動主題，內容具有實用、參考、推薦或認識校園之價值。
 2. 創意表現(25%)：主題發想、敘事及呈現方式具有原創性及吸引力。
 3. 社群呈現(25%)：作品整體視覺或影音呈現、資訊清晰度、內容連貫性及完成度。
 4. 推廣效益(15%)：內容適合 Instagram 傳播，具有吸引閱讀、觀看、收藏或分享之效果。
- (三) 參選作品如未達水準，得由主辦單位決定從缺或不足額入選。
- (四) 評選結果預訂於 2026 年 12 月上旬公告，將以 E-mail 通知得獎者，並公告於臺北大學國際事務處網頁，未得獎作品不另行通知。

Evaluation method

1. The organizer will appoint a panel of experts to evaluate the submitted entries based on the criteria listed below and select the winners of the Outstanding, Excellence, and Merit

Awards.

2. Evaluation Criteria:

- (1) Theme & Content (35%): Relevance to the competition theme and the value of the content in providing practical information, useful references, recommendations, or insights into campus life.
- (2) Creativity (25%): Originality and appeal of the concept, storytelling, and presentation.
- (3) Social Media Presentation (25%): Overall visual or audiovisual presentation, clarity of information, coherence of content, and overall quality of execution.
- (4) Promotional Impact (15%): Suitability for Instagram and the potential to attract viewers, encourage engagement, and inspire users to save or share the content.

3. If the participating works do not meet the standard, the organizer may decide to leave the award vacant or select fewer winners.

4. The election results are scheduled to be announced in the early of December. Winners will be notified by email, and the results will be published on the website of the Office of International Affairs, National Taipei University. Participants who are not selected will not receive individual notifications.

八、比賽獎勵

(一) 特優獎：

1. 第一名：獎金新臺幣 8,000 元 (1 名)
2. 第二名：獎金新臺幣 6,000 元 (1 名)
3. 第三名：獎金新臺幣 5,000 元 (1 名)

(二) 優等獎：獎金新臺幣 3,000 元 (5 名)。

(三) 佳作獎：獎金新臺幣 2,000 元 (8 名)。

*以上獲獎者均可獲得獎狀 1 張。

早鳥禮：前 20 名完成報名者可獲得 200 元超商禮券 1 份。

(補件者以最後繳交日期計算)

Awards and Prizes

1. High Distinction Award:

- (1) First Place: NT\$8,000 (1 winner)
- (2) Second Place: NT\$6,000 (1 winner)
- (3) Third Place: NT\$5,000 (1 winners)

2. Excellence Award: NT\$3,000 (5 winners)

3. Honorable Mention Award: NT\$2,000 (8 winners)

*The above winners will receive a certificate of achievement.

4. Early Bird Gift: The first 20 applicants who completed the registration will each receive a NT\$200 convenience store gift voucher. (Supplementary documents will be calculated on the last submission date.)

九、比賽時程

- (一) 報名收件：即日起至 2026 年 11 月 18 日(星期三)中午 12:00 止。
- (二) 得獎公告：2026 年 12 月上旬公告於臺北大學國際事務處網頁，並 E-mail 通知得獎者，未得獎作品不另行通知。
- (三) 頒獎典禮：2026 年 12 月於臺北大學三峽校區（或線上）進行頒獎典禮（時間與場地待後續公告通知）。

Competition Schedule

1. Registration and Submission Period: From now until 12:00 PM, November 18, 2026 (Wed.)
2. Winner announcement: The results will be announced on the website of the Office of International Affairs, National Taipei University, in early December 2026. Winners will be notified by email. Participants who are not selected will not receive individual notifications.
3. Award Ceremony: The award ceremony will be held in December 2026 at the Sanxia Campus of National Taipei University or online (Time and venue will be announced at a later date).

十、參賽須知

- (一) 本活動獎金將以匯款方式核發，獲獎者須於接獲通知後提交相關證件影本（學生證、居留證／護照、匯款帳戶之郵局或銀行存摺）予主辦單位辦理請領獎金相關事宜，逾時未辦理者，視同放棄領取獎金。
- (二) 依中華民國所得稅法規定：
 1. 獲獎人為國內居住者的個人，按給付金額扣取 10%。
 2. 獲獎人為非國內居住者的個人，按給付金額扣取 20%。※中華民國境內居住之個人：含同一課稅年度於境內住 183 天以上之外國人及華僑。
- (三) 凡參與本活動者即視同承認本活動之各項規定，本活動計畫如有未盡事宜或因故無法進行時，主辦單位有權決定修改、取消、終止或暫停本活動，並保有本活動規定之最終解釋權，參賽者不得有任何異議。
- (四) 參賽作品之著作財產權原則上歸參賽者所有。惟得獎作品之著作財產權，得獎者同意於獲獎確定後，全部讓與國立臺北大學。國立臺北大學取得著作財產權後，得自行或授權臺北聯合大學系統各成員學校重製、改作、編輯、公開展示、公開傳輸及以其他合法方式利用該作品，包括運用於網站、社群媒體、平面文宣及其他相關用途，無須另行支付費用。
- (五) 如中、英文兩個版本有任何抵觸或不相符之處，應以中文版本為準。

Notices

1. All prizes will be paid by bank transfer. The winners must bring the relevant documents (student ID, ARC/passport, post office/bank passbook) to the organizer after receiving the notification. Award recipients must submit the required documents, including a student ID card, Alien Resident Certificate (ARC)/ passport, and a copy of their post office or bank passbook, to the organizer upon notification to complete the prize payment process. Failure to submit the required documents within the specified deadline will be considered

a forfeiture of the prize.

2. According to the Income Tax Law of the Taiwan (R.O.C.):

(1) Residents of Taiwan (R.O.C.) will be charged 10% for income tax.

(2) Non-residents of Taiwan (R.O.C.) will be charged 20% for income tax.

※Residents of Taiwan include foreign nationals and overseas Chinese who have stayed in Taiwan for 183 days or more during the same taxable year.

Participants are deemed to agree with the regulations of this activity. In the case of other unforeseeable events, the organizer has the right to reschedule this activity and change the award, and reserve the final interpretation of the regulations. Participants shall not raise any objection.

3. By participating in the Competition, participants are deemed to have read, understood, and agreed to comply with all Competition rules and regulations. If any matters are not covered by these rules or if the Competition cannot proceed as planned, the organizer reserves the right to modify, cancel, terminate, or suspend the Competition. The organizer also reserves the right of final interpretation of all Competition rules and regulations, and participants shall not raise any objections.
4. Participants shall retain the economic rights to their submitted works unless they are selected as award winners. Upon confirmation of an award, the winner agrees to assign all economic rights to the winning entry to National Taipei University. Once the assignment takes effect, National Taipei University may reproduce, adapt, edit, publicly display, distribute, communicate to the public, or otherwise lawfully use the winning entry, and may authorize other member universities of the University System of Taipei (USTP) to do the same. Such uses may include websites, social media, printed promotional materials, and other purposes, without any additional compensation.
5. In the event of inconsistency between the Chinese and English versions of these rules and regulations, the Chinese version shall prevail.

十一、聯絡方式

聯絡信箱：oiastu@gm.ntpu.edu.tw

Contact

Contact Email: oiastu@gm.ntpu.edu.tw

