



國立臺北大學國際事務處
NTPU Office of International Affairs



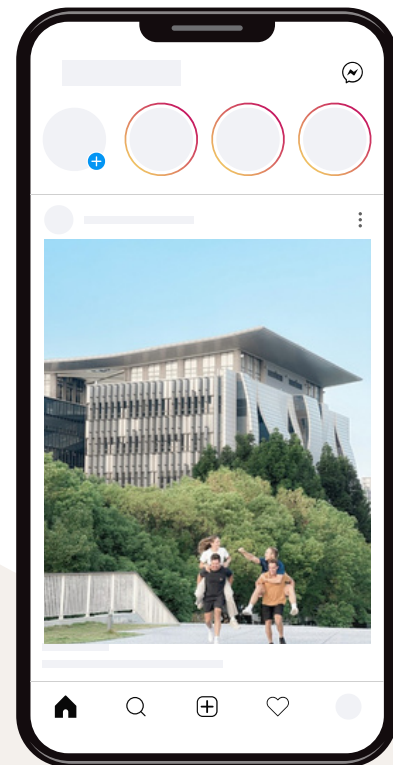
臺北聯合大學系統
University System of Taipei



2026 INSTAGRAM POST COMPETITION

Things Happen Somewhere at
University System of Taipei (USTP)

「發生在北聯大某處的那些事」
境外生IG貼文徵件比賽



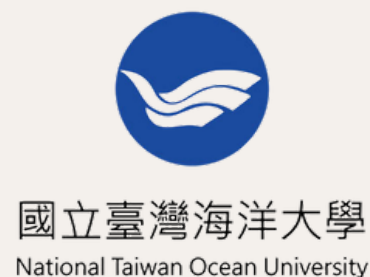
即日起至2026年11月18日(星期三) 12:00截止
From now on to 12:00PM, Nov 18, 2026 (WED.)



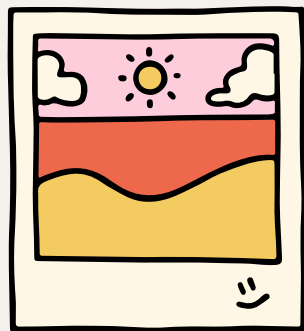
徵件對象 / ELIGIBILITY

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)。

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



報名方式/ APPLICATION



STEP 1 | 準備參賽作品
依活動規定製作短影音
(15–30秒) 或3–5張
系列圖片。

Prepare a 15–30
second video or 3–5
images.



STEP 2 | 下載並簽署同意書
至活動網頁下載「著作權聲明
暨轉讓同意書」，填寫並簽署。

Download, complete, and
sign the "Copyright
Declaration and
Assignment Agreement"
from the event website.



STEP 3 | 線上填寫報名表
填寫報名資訊，並上傳作品
分享連結、已簽署之同意書
及學生證影本。

Complete the online
application form and
submit your entry link,
signed agreement, and
a copy of the student ID
card.



Please visit the
website for more
details



Online Application Form
報名表連結

參賽規範/REGULATIONS

創作主題/Theme



校園生活

Campus Life

日常・學習・活動

Daily campus life • study experiences • student activities



私房景點

Hidden Spots

秘境・特色角落

Unique places • photo-worthy locations



實用攻略

Useful Tips

美食・交通・生活

Food recommendations • transportation tips • student life hacks



跨校探索

Cross-Campus

四校特色・資源

Unique features • shared resources • events across the four universities



⚠️ 注意事項 / Important Notes

作品須與北聯大四校相關，內容應真實、原創，適合於 Instagram 分享。

不得包含不實資訊、歧視、暴力、侵權或其他不當內容，違者得取消參賽資格。

Entries must relate to one or more USTP member universities, be truthful and original, and be suitable for Instagram. False or misleading information, discrimination, violence, copyright infringement, or other inappropriate content is prohibited.

Violations may result in disqualification.



參賽規範/REGULATIONS

作品形式與規格/Format and Specifications

作品形式 Entry Format

每人限投稿**1件**作品，**短影音**或**系列圖片**擇一參賽。

Each participant may submit only **one entry**, either a **short video** or a **Multi-Image**.

作品規格 Entry Specifications



短影音 / Short Video

影片長度15–30秒 • 直式9:16 •
解析度至少1080 × 1920 •
格式為MP4或MOV

15–30 seconds • vertical 9:16 •
minimum resolution of 1080 × 1920 •
MP4 or MOV format



系列圖片 / Multi-Image

3–5張具連貫主題的圖片 • 比例4:5 •
解析度至少1080 × 1350 •
格式為JPG或PNG

3–5 images with a coherent theme •
4:5 aspect ratio •
minimum resolution of 1080 × 1350 •
iJPG or PNG format



參賽規則/REGULATIONS

作品內容規範/Content Regulations

貼文文字

Post Caption

中文300字以內或英文200字以內，可使用Emoji及Hashtag。

Up to 300 Chinese characters or 200 English words.

Emojis and hashtags are welcome.

作品語言

Language

可使用中文、英文或母語；其他語言須提供英文字幕或說明。

Chinese, English, or your native language.

English subtitles or explanations are required for other languages.

原創與著作權

Originality & Copyright

作品須原創、未曾於其他競賽獲獎，且徵件期間不得重複投稿其他競賽。

使用他人素材或肖像須取得授權。

Entries must be original, must not have won other competitions, and cannot be entered in other contests during the submission period.

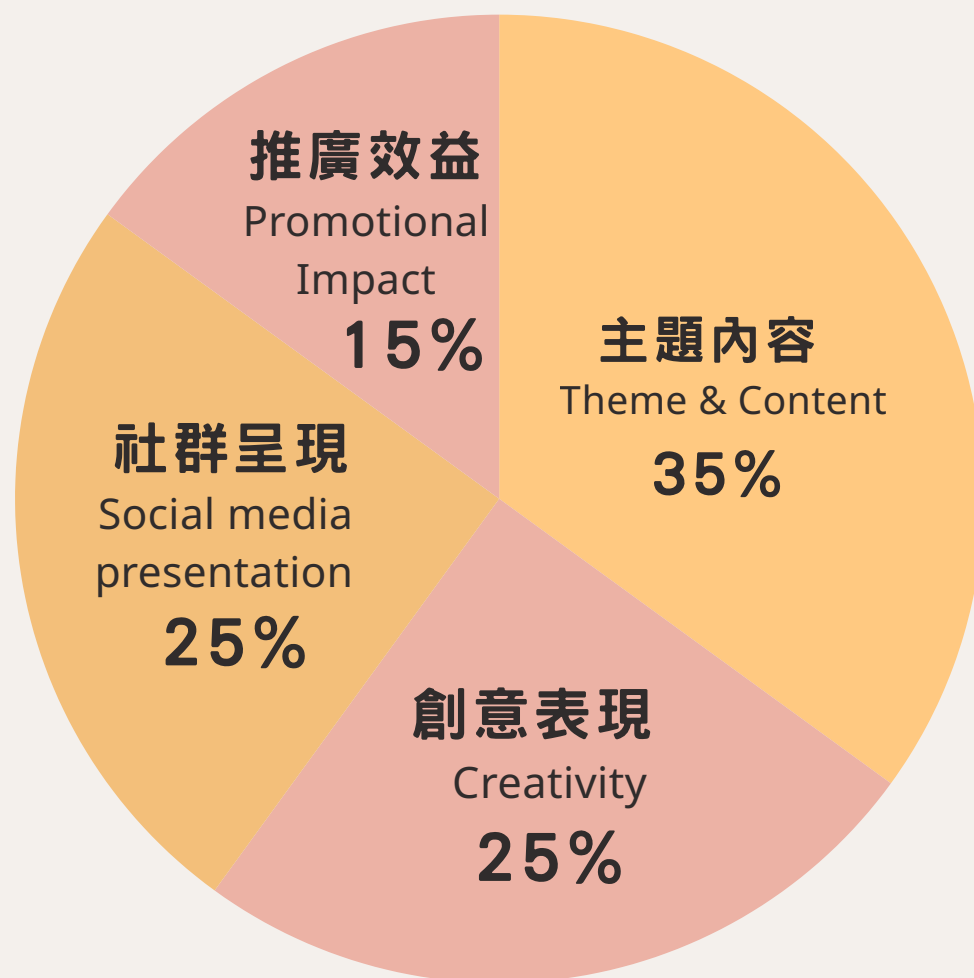
Obtain permission for third-party materials and likenesses.

※ 得獎者須提供原始電子檔。其他詳細規定請參閱活動簡章。

※ Winners must provide original digital files. See the competition guidelines for full details.

評選方式 / EVALUATION METHOD

評分標準 / Scoring Criteria:



比賽獎勵/AWARDS AND PRIZES



特優獎 第一名(1名)

High Distinction Award

First Place

(1 winner)

NT\$8,000



特優獎 第二名(1名)

High Distinction Award

Second Place

(1 winner)

NT\$6,000



特優獎 第三名(1名)

High Distinction Award

Third Place

(1 winner)

NT\$5,000

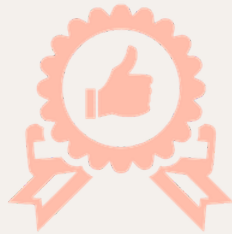


優等獎(5名)

Excellence Award

(5 winners)

NT\$3,000



佳作獎(8名)

Honorable Mention
Award

(8 winners)

NT\$2,000



獲獎者均可獲得獎狀1張。
(早鳥除外)

The winners will receive 1 certificate
(except early bird)



早鳥禮(前20名報名)
Early Bird Gift (The
Top 20 registers)

NT\$200
(gift voucher)

※ 以上獎金金額均為稅前金額，實際發放金額將依中華民國相關稅法規定辦理扣繳。

All prize amounts are stated before tax.

Applicable taxes will be withheld in accordance with Taiwan's tax regulations.



比賽時程/SCHEDULE

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- 報名收件：即日起至 2026年11月18日(星期三)中午12:00止

Registration:

From now on to 12:00 PM, November 18, 2026 (Wed.)

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- 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。

Winner announcement:

An announcement will be made on the website of NTPU OIA in early December 2026, and the winners will be informed via e-mail.

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- 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)。

Award Ceremony:

The award ceremony will be held at NTPU Sanxia Campus or online in December 2026(time and venue will be announced later).





聯絡信箱：oiastu@gm.ntpu.edu.tw
Contact Email



活動詳細簡章
For more information