

Tips on Writing a Blog Post

Aim for 400-800 words and write with prospective students audience in mind.

Headline

5-10 words that are eye-catching but clearly state the topic. Use common keywords ("big data," "climate change," "agtech," corporations like Uber, celebrities like Warren Buffett)

Sub-headline

3-8 words with more detail on the main takeaway

Introduction

The first paragraph (known as the lead) explains the issue and why our readers should care. The first sentence draws the reader in with an interesting hook or anecdote. This paragraph sets the time and place for an event. Short sentences are key.

Body Paragraphs

- Dial in your message. Outline your main points as you lead up to your main takeaway.
- Include links to GSM pages or external sites to reinforce your points. And mention sources when appropriate.
- Avoid technical jargon or phrases that don't carry much meaning, unless vital to the story.
- Give examples and colorful quotes from speakers or those at the event.
- List those points by number if you're writing a listicle (like "[5 Tips for Grad School Stress](#)").
- Bulleted items are great.
- Break up the text every two to three paragraphs with a short, descriptive subhead.
- Collect images, especially with faces, and include their names in the captions.

Final Paragraph

Drive home that key takeaway you promised in the title and/or first paragraph. What do you want readers to do or be left to think about? What can we look forward to now?

* If we do not already have your photo on file, remember to send us a professional portrait and details for your [profile page \(sample\)](#).