

Graduate School of Management Blogger Toolkit

Tips on Writing a Blog Post

Aim for 400 - 800 words

Target Audience: Prospective GSM students overall or for a specific program

Outline your topic

Think about the main idea(s) you want tell in your story. [Here's an excellent guide for outlining a blog.](#)

Remember to write in the first-person "I" format. Think of your blog outline as your strategic plan, organizing the main points and subpoints of a blog post before you even start typing. It's your roadmap, guiding you through content creation to ensure your final piece is well-organized, comprehensive, and hits the mark.

Engage your readers

In the first paragraph grab the readers' attention with an interesting hook or anecdote—it could be a trend or personal story or breaking business news or similar. If writing about an event, include its time and place. Throughout the blog post, short sentences are key.

Support your post with examples, quotes and facts

- Dial in your message. Outline your main points as you lead up to your top takeaway or conclusion.
- Include links to GSM pages and/or external sites to reinforce your points, and mention sources when appropriate.
- Avoid technical jargon, cliches and other phrases that don't carry much meaning, unless vital to the story. Explain any specialized terms.
- List key points by number if you're writing a listicle (e.g., "[5 Tips for Grad School Stress](#)").
- Bulleted advice or key points can keep the blog post scannable.
- Keep your paragraphs short and break up the text every two to three paragraphs with a descriptive subhead (Choose three to five words).

Visualize your story

Enhance your blog with photos with people—and please include their names in a caption. Do not embed the photos in your blog doc. Instead, send us the original image files for better photo resolution.

Keep them scrolling to the end

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?

Call To Action

Listing your LinkedIn profile is a great way to connect to your reader.

We suggest writing your headlines AFTER you finish writing your blog –to best write a hook.

Write a Compelling Headline

Up to 12 words. Think in terms of keywords associated with the topics or companies mentioned in your blog (ex. Big Data, Climate Change, Agtech, Google) to improve search engine optimization, reader engagement and click-through rate.

Support with further details in a sub-headline.

Choose 4 - 10 words that add detail to the main takeaway.

> Headline Examples

[Choosing the Perfect Graduate School](#)

[From dilemma to decision and why I chose UC Davis](#)

[Becoming a Data Hero: How My MSBA is Shaping My Journey and Beyond](#)
[Practicum projects, data analytics, and networking led me to UC Davis](#)

> Blog Examples

[Painting My Path as an Artist Seeking Leadership Opportunities](#)

[How My MBA Class Used Jeopardy! to Teach Technology Competition and Strategy](#)

[Building Community, Inspiring Connections and Engaging Corporate Partners](#)

Your Blogger Profile

Please [complete this short form](#) for your blogger profile, an opportunity to share a few facts and a quote about your student experience that are not on your LinkedIn profile.

* If we do not already have your photo on file, please send us a professional portrait and any details (where/when taken etc.).

> Profile Examples

<https://gsm.ucdavis.edu/profile/deepi-agarwal-mba-22>

<https://gsm.ucdavis.edu/profile/christine-nguyen-mba-23>

Updated October 2024