

blogging 101:

Blog Guidelines:

Length: Between 300 and 500 words.

Headline: Encouraged, otherwise one will be created for you...

Links: Please include any relevant links at either the end of the post or in the actual document.

Photo: A photo of yourself is required. Additional photos pertaining to subject are strongly recommended. Please include as attachment in .gif, .jpg or .png format.

Twitter: All posts link to your Twitter account, please provide your account handle.

Spelling/Grammar: Please edit before submitting. Posts will be checked prior to final posting, but an initial self-check eases the process considerably.

Writing Style: Personal. Please cite all references via links. Do not use indefinite references, such as today or this afternoon (instead: April 13 or 4:32 p.m.)

Submit finished text document and photograph to uwoshjournalism@gmail.com. Please include "BLOG" in subject.

[Visit <http://uwoshjournalism.wordpress.com> for examples of blog postings.]

Why Blog?

I know you're busy. You've got a lot on your plate. When the heck are you going to find time to blog? (I often ask myself the same thing.) The fact of the matter is this: when you graduate, employers will expect you to know how to blog. If you want to get a job, you **will** find time.

Blunt. But true. Don't blow it off.

Beyond basic job market survival, blogging has other benefits, such as: writing experience, social media experience, networking opportunities, personal brand exposure via name recognition and boosted personal search engine optimization (SEO).

Writing a blog for the Journalism Department is a win-win situation. You enjoy the benefits and experience of a blog, without the hassle of daily maintenance. We have a huge list of topic ideas, so we are happy to provide guidance in topic selection.

For more information, Tweet [@UWOshJournalism](#) or e-mail uwoshjournalism@gmail.com.