

THE MSA HYPE

BLOG CONTRIBUTOR INSTRUCTIONS – ADVENTURE POSTS

The adventure posts will be featured every other Wednesday and provide an opportunity for students to share the story of their adventures off campus. This may include highlighting a study abroad trip, sharing about an internship, discussing attending a conference or other off-campus adventures in which our multicultural students are engaged. The purpose of these posts is not to necessarily convince others to do it, but highlight your adventure and what you gained from the experience.

How to write your blog post:

- Plan to write 500-700 words about your story (generally, 1 page or less) or create a video that is approximately 1-3 minutes in length
- Think of a title that is interesting and provocative (if you need assistance, Denise can help)
- We encourage you include a photo if it fits with your story. It should be a photo you own or have permission to use and we'll blur out the faces of others in the photo unless you have received their permission for it to be posted. If the photos is from a public event, permissions do not need to be collected.
 - The average Generation Z'er has an attention span of eight seconds, so social media marketers have to quickly grab their attention with creative, interactive content.
- We also encourage you to use titles or pseudonyms for non-public individuals (i.e. My Professor instead of Dr. Denise Williams-Klotz or my friend instead of Joe Smith)
- Submit your blog post at [here](https://iastate.qualtrics.com/jfe/form/SV_2fqXAeKA8YA3iQd) (https://iastate.qualtrics.com/jfe/form/SV_2fqXAeKA8YA3iQd)
- While we will not change what you write without your permission, we are happy to provide assistance with editing.

Tips for Writing Engaging Blog Posts:

- Think of what you like to read on-line.
- Share my personal experience. Why? Because readers connect with stories. The more honest and transparent you can be, the better. We chose you because we know you have important experiences to share.
- Use short paragraphs and simple sentences.
- Use lists of bullet points where appropriate
 - They create fascinations your readers can't resist.
 - They're an easily scannable way to present multiple points.
 - They look different from the rest of your text, so they provide a visual break for your reader.
- Still stuck? Reach out to Denise (dnwill@iastate.edu) or another member of the MSA staff.