

THE MSA HYPE

BLOG CONTRIBUTOR INSTRUCTIONS – CLUB SPOTLIGHT

Club/Organization posts will be shared every Monday and feature a new student organization every time. The club spotlight is an opportunity for your organization to promote your organization to a wide audience. The goal of your post may be increasing membership, promoting an upcoming event, discussing the history of the group or sharing information about a philanthropy or cause that is meaningful for your group. It is space to truly spotlight your organization.

How to write your blog post:

- Plan to write 500-700 words about your club or organization (generally, 1 page or less) or create a video that is approximately 2-3 minutes in length.
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- We will use the name of your organization as the title for the piece unless otherwise specified. If you are writing your own title, think of something eye-catching.
- 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.
- 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.