

THE MSA HYPE BLOG CONTRIBUTOR INSTRUCTIONS – IN MY WORDS

In My Words posts will be shared every Sunday and feature a new student every time. “In My Words” is designed to allow a space for students of color to give voice to their experience in a forum that will have a wide reach to fellow students, faculty and staff members. We encourage you to share the good, the bad, the ugly, the challenging, the wonder, the successes and the life-savers. You may want to reflect on your experience broadly or focus on one particular incident or aspect of your experience. We’ve asked you to write the post because of one of your identities but we know that we live our lives with many identities intersecting—please share your story whatever that story is.

How to write your blog post:

- Plan to write 500-1000 words about your story (generally, 1 page or less) or create a video that is 2-4 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.
 - 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.
- Not sure where to start? Consider how you would finish the following sentences and build from there.
 - If I was writing a movie about my time at Iowa State, the title would be.....because....
 - I wish that the broader campus knew....
 - When MSA asked me to write about my experience as a/an [identity group(s)], my first reaction was....
 - What are the top five things I would change about how [my identity group(s)] are treated/viewed at Iowa State?
 - If I had to list 3 things that made my college experience better, what would they be? If I had to list the 3 biggest obstacles in my college experience, what would they be?
 - Is there a moment on campus you remember being very cognizant of your identity group(s)? Was there a moment when you weren’t thinking about it at all?
 - Still stuck? Reach out to Denise (dnwill@iastate.edu) or another member of the MSA staff