

THE MSA HYPE

BLOG CONTRIBUTOR INSTRUCTIONS – LEADERSHIP CALLOUT

The leadership callout will be featured every other Wednesday and will highlight leadership positions across campus and feature the stories of those individuals who have held those roles or been involved with the groups. In this post, we would ask you to briefly describe the leadership position (no more than your opening sentences) and then share what you gained from participation. You may also choose to write about advice you have for others wanting to be involved, how this leadership role/position/experience relates to your future career or the impact you saw on the community because of your participation.

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
- 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. 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.