Professional development blog
http://gradschool.duke.edu/professional-development/blog

Guidelines and general instructions for guest bloggers

Our purpose and audience

Our "Become a Contributor" page provides an overview of our vision for the blog.

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1. Drafting your blog entry

As you prepare your blog submission, keep these guidelines in mind:

- **Style**: blog posts are typically written in the 1st person, and should be conversational rather than academic in tone.
- **Length**: many of our posts are in the 600-800 word range. Occasionally we publish shorter or longer posts; just ask.
- **File Type**: please send your post as a text-based file in Microsoft Word.
- **Links**: we encourage you to reference other web content (blogs, articles, or source citations) in your blog post. These should be included as active links; we will be glad to assist you with formatting your links, if needed.
- **Images:** We will need at least one image to run with your post, and we welcome additional images. Send relevant images as separate files, and indicate in the text where you would like them to appear. Images must be below 5MB.

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2. Other materials we need from you

Along with the text of your post, please provide:

- **Title**: please include a suggested title (subject to review)
- **Short Summary**: please provide a short, catchy "teaser statement" to promote your post on the blog's front page. Limit to 160 characters (with spaces).
- **A Short Bio:** please include your current status at Duke and your department/program and a link to your LinkedIn profile or professional website.
- **Your Head Shot:** If you do not already have a professional-looking photo we can include with your post, we are happy to help! Send an email to grad-profdev@duke.edu, and we will schedule a time for you to come to The Graduate School to have a high-resolution portrait taken. *(Subject to campus restrictions)*

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3. General Style Guidelines

Unless otherwise noted, follow the *Chicago Manual of Style Sixteenth Edition* (free access from campus) in matters of writing style, punctuation, and usage. Follow the *Merriam-Webster's Collegiate Dictionary Eleventh Edition* on spelling, capitalization, and hyphenation unless superseded by *Chicago*.

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4. Submitting

Please send your blog text and images to grad-profdev@duke.edu. We will review your post and send feedback, including comments and suggested revisions. Most posts go through one or two drafts before publishing. If you have any further questions, please ask!

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