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Blogging Guidelines

Submit Your Blog Post

Follow the blogging guidelines described in this document and send your **full blog post draft** in a Microsoft Word document to Emily Goebel at Emily.Goebel@Hobsons.com.

Hobsons Blogging Guidelines

Thanks for your interest in blogging for the [Hobsons Education Advances blog](#). We love connecting with writers who care about our mission: empowering students to connect learning to life by making informed choices across a lifetime of education decisions.

If you'd like to blog for us, please take some time to read through our guidelines. While we cannot post every submission, following the guidelines below will increase the chances of successful publication.

Why should I blog for Hobsons?

You will have the opportunity to use your own voice and share your unique perspective with our Hobsons community. Hobsons will promote published blog posts via Twitter, LinkedIn, Facebook, and other relevant social platforms. Your post could also appear in our monthly newsletters and may also be used to promote Hobsons in our traditional media outreach efforts. We encourage you to promote your published posts through your own networks as well, **but only after the blog has been first published through Hobsons' channels**.

Who is our audience?

While we aim to inform anyone interested in the education industry, our ideal readers are administrators, faculty, staff, and parents in K-12 and higher education.

Blogging Guidelines

What makes a good blog post?

To give yourself an edge, consider these tips:

- **Read our blog.** Develop a sense of what we publish. Subscribe to our blog via email to get our most recent posts.
- **Write for P-20 education professionals.** Address their needs, fears, challenges, burning questions, pain points.
- **Have, and hone, a main message.** Edit your intro so that the point of your post is clear.
- **Be prescriptive.** Don't just tell readers to do something. Explain *how*.
- **Tell a story – like a journalist.** Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, problems you've solved, etc.
- **Make it concrete.** Give examples, details, metrics. Tell *and show*. Make it real. Deliver aha moments for readers who may be scratching their heads.
- **Make it long enough to engage and enrich readers (and no longer).** We don't have a word-count goal.
- **Self-disclosure.** Please disclose any relationships/partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).
- **Be thoughtful when including links.** Posts with too many links back to your domain will look spammy and will be rejected.
- **Use a friendly voice.** Write in the first person, as if you're having a conversation with a colleague, but avoid jargon!
- **Include high res images (PNG or JPGs) and/or video or infographic embed codes.**
- **Incorporate utility content.** Share templates, checklists, step-by-step instructions.
- **Give credit.** Check your facts and quotations. Cite your sources.

What topics are Hobsons looking for?

In general, we are looking for posts around these categories – as they relate to education:

- Connecting learning to life
- Early college and career planning
- College access and readiness
- College matching, selection and admissions
- Student success and college completion

How do I submit a post to Hobsons?

Submit your **full draft** to Emily Goebel (Emily.Goebel@Hobsons.com) in a Word doc (preferred). Once a post has been accepted for publication, our communications team will work with you to make necessary edits and determine a publishing date. While we cannot always honor specific publication requests, we will do our best to keep blog postings timely.