

UC Davis Graduate School of Management - Tips on Writing a Blog Post

Aim for 400-800 words. Your audience: Prospective GSM students.

Write a Headline

5-10 words that are eye both catching and clearly state the topic. Use common keywords (“big data,” “climate change,” “agtech,” corporations like Uber, celebrities like Warren Buffett) for better search engine optimization for keyword searches and engagement.

Write a Sub-headline

3-8 words that add detail to the main takeaway.

Engage Your Reader

The first paragraph explains what you are writing about and “hook” your readers. Use the first sentence to draw readers in with an creative hook or interesting personal/professional anecdote. If writing about an event, include its time and place. Throughout the blog post, short sentences are key.

Support Your Post with Examples and Key Facts

- Dial in your message. Outline your main points as you lead up to your top takeaway.
- Include links to GSM pages and/or external sites to reinforce your points. And mention sources when appropriate.
- Avoid technical jargon, cliches and other phrases that don’t carry much meaning, unless vital to the story. Explain any specialized terms.
- Give examples and strong quotes from speakers, others attending an event, etc.
- List key points by number if you’re writing a listicle (e.g., “[5 Tips for Grad School Stress](#)”).
- Bulleted items keep the blog post scannable.
- User short teasers to serve as guideposts for the reader as you introduce new idea or section. Keep your paragraphs short and break up the text in easy to read chunks.

Visualize Your Story

Enhance your blog with photos with people—and please include their names in a caption. Do not embed the photos in your blog doc. Instead, send us the original image files.

Keep Readers Scrolling to the End

Drive home that key takeaway you promised in the title and/or first paragraph. What do you want readers to do or be left to think about? What can we look forward to now?

> Blog Examples

[Painting My Path as an Artist Seeking Leadership Opportunities](#)

[How My MBA Class Used Jeopardy! to Teach Technology Competition and Strategy](#)

[Building Community, Inspiring Connections and Engaging Corporate Partners](#)

Your Blogger Profile

Please complete either the student or alumni blogger profile forms below. These are an opportunity for the readers to get to know you as the writer with highlights from your background, a quote about your GSM experience, and a few fun facts they would not otherwise find on your LinkedIn profile:

- [Complete STUDENT blogger form](#)
- [Compete ALUMNI blogger form](#)

* If we do not already have your photo on file, please upload a professional portrait and (where/when taken)

> Profile Examples

<https://gsm.ucdavis.edu/profile/deepi-agarwal-mba-22>

<https://gsm.ucdavis.edu/profile/christine-nguyen-mba-23>