Blog Post Guidelines

University at Buffalo, School of Nursing

PART 1: EDITORIAL GUIDELINES

Objective of this blog: The main objective of our blog is to provide information on topics of interest to the public (keep in mind this is a public forum housed on a university website, so material posted must meet high quality standards as it is viewed to be factual and accurate). Additionally, this blog is part of an inbound marketing business strategy to provide information on frequently searched topics in order to drive web traffic to our website in an effort to capture the attention of prospective students and faculty. It serves as an opportunity to showcase the UB School of Nursing as a potential choice for those seeking higher education and employment.

Content objective: Content should be engaging, thoughtful, factual and respectful. Blog posts should contain quality content that informs and educates a varied audience while presenting the information in a professional manner. Content should be original. When citing information that is collected from another author or source, the source material should be identified.

> **Content to avoid:** All content and communications should adhere to UB IT policies and guidelines. The following content should not be included in blog posts:

- Political activity, including endorsements and promotion of legislation
- Commercialization, including promoting and/or criticizing businesses or products
- Confidential University information

Topic: Your topic must be approved by UB SON communications staff.

Writing Style: Be clear, complete and concise.

Style and formatting tips:

- Write mostly in short sentences with some variation in sentence structure
- Use bullets for major points
- Avoid clichés, idioms and colloquial language

Audience: Our blog audience is varied. Many viewers are prospective students, both undergraduate and graduate; current students; alumni; nursing professionals; nursing students at other institutions; and, to a lesser degree, prospective faculty, but contributors

should also be cognizant of the fact that some viewers are non-professionals seeking information either on the nursing profession or health care in general and some may be young high school students exploring career options. Consequently, there is an added responsibility to be a professional and impartial role model, as you may be viewed as an authority on the subject matter discussed in your blog post.

Word count: We request a minimum of 500 words and maximum of 800 words.

Headline/title: A suitable title will be chosen for your post based on the content, though you may suggest a title for approval.

Example posts: This link will take you to our past "Nurses Report" blog posts as examples of approved posts offering style and content guidance.

nursing.buffalo.edu/nurses-report

Linking policy: The UB SON does not link other blog posts to our postings.

Photo policy: UB SON will provide an image for your blog post based on the content. You may suggest and/or include photos for your post but UB SON has final approval of all digital assets used for blog posts. Photos must be meet copyright standards and be royalty free.

Review process: Each post is reviewed for writing style, grammar and presentation, as well as quality and clarity of the content. If the proposed draft includes any outside sources or copyrighted materials, those materials should be identified with citations and source links. Blog revisions and/or suggestions will be sent back to the author for rewrite. The UB SON communications department has the final editorial authority on the content posted on "The Nurses Report" blog.

Re-posting policy: Authors contributing posts to "The Nurses Report" blog may reblog, repost or republish blogs if they follow these guidelines:

- Provide an attribution line above the post: ["Article Title"] (hyperlink to blog post on UB SON website) by [Author Name] was originally published on University at Buffalo School of Nursing's blog The Nurses Report (hyperlink to The Nurses Report landing page: http://nursing.buffalo.edu/nurses-report)

PART 2: ORGANIZING YOUR INFORMATION

1. **Proposed topic/title** (and subtitle, if applicable):

2. **Introduction with main idea/message/point of the post**: (The introduction sets the stage for your discussion of the chosen topic.)

3. **Body content should contain two to three supporting ideas/points, one per paragraph or section. What information do you want the reader to take away from this post?:** (The body provides details about each of your supporting points.)

   i.

   ii.

   iii.

4. **Summary statement:** (The summary/conclusion wraps up the post with a brief statement that is reflective of the information your post provided, which may prompt readers to engage in further conversation in the comments and lead to the call to action – read more/learn more/contact someone).

NOTE: Please cite sources where applicable.