Center for Career Services

Employer Blogger Guidelines
#gwcareersuccess
GW Center for Career Services Blog
https://blogs.gwu.edu/careerservices

1. Choose your topic based on a recruitment or industry trend, or on your organization/company. Sample topics include (but are not limited to):
   - hot jobs in your industry
   - what makes a top candidate
   - an overview of your organization/company
   - your personal career journey and experiences
   - how to break into your industry, etc.

2. Write 300 – 1000 words. Feel free to use your “voice.”

3. Give your blog post a title!

   - Select a high quality, large file image to go with your blog post. This image must be your property. Sample images include:
     - a headshot
     - company logo
     - action shot of work in your field

   - Email your blog post to gwcareerblog@gmail.com. Attach your post and title in a Word document and attach the image. Include your name, title, and organization in the body of the email. (Note: If you are also alumni, please include your degree, school, and graduation year).

Approval and Publication Process

   - Once you submit your blog post, it will be proofread and edited by the Center for Career Services team. Don’t worry; we won’t change your content!

   - Once approved, your post will be queued up for publication on the blog. We will send you an email notification when we publish your post! Note: the date of when your post is published will depend on how many posts are queued up before you.

Thank you!