



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!