

WRITE FOR THE UC IT BLOG: **The Process**

GET AN IDEA

Think about a project or event your team worked/is working on.

REVIEW STYLE TIPS

Blog articles should:

- Be short - 500-1000 words
- Have subheads - make it easy to read
- Use simple language - no technical jargon
- Include illustrations - photo, graphic or chart
- Give credit - your name, title, dept., location, headshot

WORK WITH EDITOR

Submit the draft; review the editor's suggestions.

FLOAT THE IDEA

Send a quick email to yvonne.tevis@ucop.edu for feedback.

DO A ROUGH DRAFT

- Grab attention in the intro
- Say what the project is
- Describe how you did it
- Tell us about its impact

PROMOTE THE ARTICLE

When published, send it to colleagues and friends!