give a grad a go

Guest Blog Programme
Guidelines

With **25,000** hits each month (and growing!), our graduate and employer blogs are some of the most useful resources for recruiters, hiring managers and candidates. By students, for students; we want you to pioneer our **new student blog!**

Each blog post will have a **dedicated bio** about the author with links to your LinkedIn; receiving hundreds of views from both employers and graduates, the program will be a great opportunity to gain exposure and material for your CV. Not only will you be in the running to **win $300**, your blog post will also be featured on our social media, reaching our network of **30k+ connections**; make sure to follow us!

The post must be **1000+ words** in length

The content must be relevant to **our audience**

We will act as **editor** for your piece

We'll need a **first draft** to provide feedback on

We will provide **feedback** at the end of the month

We will own the piece, but will **always credit you**

To help you get started, here are some topics we'd love for you to write about...

This is your chance to get creative, have a think about any **useful advice** you wish you'd known before starting university, or perhaps you've taken part in an **experience** which you'd love to share with others, or do you have any useful guidance on post-graduate life and leaving university?

We've also started a new series on our guest blog programme called, '**Which degree is right for me?**'. We're inviting students and graduates to write all about what their degree entailed, to **help other students** decide which degree they should choose. So if you'd like to write about your degree, get in touch!

We're excited to hear your blog topic ideas!

Tip: We've had lots of submissions to our guest blog programme, so make sure to check out some of our previous student-written blogs to see the topics students and graduates have already covered.

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What is a blog post, and how is it different from regular articles?

Blog posts are quite different from regular articles, firstly, they're always written in the third person, and it's best not to mention yourself, or personal life. We're trying to provide unbiased, useful information for graduates and students, rather than think-pieces or short stories.

How should I structure my piece?

Headers and titles! Headers and titles are a great way to structure blogs, and make them clearer and easier for readers to get the information they're looking for. They're also key in making sure your blog post appears on Google when people search for the topic you've written about (also known as Google ranking).

Bullet points, lists and step-by-step guides are also great ways to improve Google ranking and help make the blog post clearer for readers to interpret.

Your piece should also ultimately have an introduction, middle, and conclusion. As with any piece, we don't want readers to be confused at any point.

What should I write about?

Here are a few topic examples you could, but we're always welcom new ideas. Mostly, we want to post informative, helpful blog posts. Instead of just stating the facts, we want students to finish reading and feel like they've been given some great advice and steps to help them in their journey as a student or a soon to be graduate.

- Career concerns
- Writing your first CV
- Utilising your careers office
- Researching jobs at university
- Exam preparation / revision tips
- Mental health advice for students
- Joining student societies
- Work placement preparation
- Choosing a career

What tone should I use?

Your blog post will be aimed at students, so a mildly casual tone is welcomed, but be sure to stay away from any slang or inappropriate language. Have a look at some of our existing blog posts and try to match our tone of voice.

All work is to be original content produced by you and will be checked for plagiarism.

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