

AGB Blog Guidelines

A blog is a digital informational platform for sharing views on individual topics and is written in an informal, conversational style. AGB blogs are written by a variety of authors for a variety of purposes, but the overarching purpose of AGB blogs is to connect the organization with our many audiences.

A blog post allows you to publish your perspectives, insights, and guidance on the AGB website. Blogs motivate readers to visit the AGB website, while educating members and prospective members on topics related to higher education governance.

 **Five Steps to Writing a Great AGB Blog Post**

The most widely read blogs on the AGB website relate to a timely topic and have a clear connection to AGB priorities and resources. We recommend following these simple steps to craft content that drives engagement:

1. Define your audience. Who is this blog for? A president? Board professional? Public institution trustee? Everyone, all the above?
2. Clarify the points that you would like to make. Advice on shared governance? Diversity, equity, and inclusion? Presidential succession planning? Make sure your blog’s message(s) relate to a relevant challenge, question, or opportunity.
3. Organize your thoughts into a simple outline. Then, use short paragraphs with section headers and bullet lists where possible. Finally, include a title that accurately reflects the message(s)/points in the blog, and encourages readers to click on your blog and learn more.
4. Length. Longer may be better. While the exact recommended length depends on the topic, writing longer blogs provides more content for search engines like Google to find and promote your great content. Currently, the recommended blog length is around 1500 words. (Of course, some are shorter and that’s perfectly fine.)
5. Give the reader advice they can use. This can be in the form of “actions to take, decisions to make, what to avoid, etc.” Readers appreciate advice, tips, links to AGB resources, or other tangible recommendations. When possible, blogs should end with a call to action or refer readers to AGB resources that are relevant to the topic.

**Example**: [The most widely read blog on AGB.org](https://agb.org/blog-post/the-four-phases-of-crisis-management/)

**You Have a Great Blog Idea. Now What?**

AGB publishes around 50 blogs a year. While the editorial calendar is flexible, we prioritize blogs that are timely and have a clear connection to the challenges and opportunities in higher education governance. Here are some guidelines:

|  |  |
| --- | --- |
| **Your Role** | **Guidelines** |
| I am an AGB partner and have insights and expertise to share with AGB readers. | * Blogs must follow the guidelines above and cannot have an overt marketing/sales pitch.
* You may include author name/title, company logo/tagline, and link to your web site.
* Blogs should be sent to Steve Abbott, senior director, partnerships.
* Partner blogs may be promoted through channels such as email, resource digests, social, and/or web pushes.
 |
| I am an AGB consultant and have insights and expertise to share with AGB readers. | * Send your idea to consulting@agb.org before writing the blog. The consulting team will determine if and how the blog can serve our readers and timing for publishing.
* Blogs must follow the guidelines above and cannot have an overt marketing/sales pitch. We do not hyperlink to external web sites except where required to explain blog content.
* Include your name and title.
* Consultant blogs may be promoted through channels such as email, resource digests, social, and/or web pushes.
 |
| I am a AGB council ambassador and have insights and expertise to share with AGB readers. | * Send your draft blog to Cristin Toutsi Grigos, associate vice president, content strategy and development.
* Blogs must include council meeting highlights and key takeaways.
* Include your name and title.
* Council blogs may be promoted through channels such as email, resource digests, social, and/or web pushes.
 |

**Questions?**

Writing a blog that provides easy to understand guidance with a clear call to action is a winning combination for you and AGB. Have questions? Email marketing@agb.org.

**Style Guidance**

AGB blogs should be timely and have a clear connection to current issues in higher education governance.

Typical format (one example):

**[Title]** Four Phases of Crisis Management

**[Byline]** By Paroon Chadha

**[Header]** Phase 1: Mitigation

**[Header]** Phase 2: Preparedness

**[Header]** Phase 3: Response

**[Header]** Phase 4: Recovery

**[Header]** A Board Portal Brings Everything Together

 **[Tagline]** *Paroon Chadha is the Co-Founder & CEO of AGB OnBoard and its parent*

*company Passageways.*

**[Final header]** Related Resources (AGB will assist with this.)

* Resource 1
* Resource 2
* Resource 3