



## **Alumni Ambassador – Blog Guidance**

Thank you for your offer of support in creating blog content which may be shared on our corporate website, Alumni Community blogsite or in other publications.

University of Lincoln alumni are uniquely placed to write about their experiences at Lincoln, their course content and how this has shaped their journey post-graduation. They are also the perfect person to offer advice to current and prospective students on their choices and offer insights into their chosen careers.

This guidance document details a few things you may wish to consider when creating a blog post for the Alumni Team.

### **Think of a topic that you would like to write about**

Are you keen to share your experiences or are you the expert in something from your chosen field? For example, if you undertook a work placement or received support from your lecturers or the careers service, is what you learnt something you wish to share with other alumni, current and prospective students?

Make sure that the topic is accessible to all and will provide a good insight that many can learn from. Some good topics may relate to your decision-making process when applying or choosing your course, work placements, study abroad experiences, how you overcame any issues, any support you received, work experience, an internship or graduate scheme you took part in. You may also have insight into your chosen industry, be able to offer advice on networking or how to get into this field.

Above all else, your valuable experiences can offer advice and support to fellow alumni and students.

### **Think of your audience**

The main audience for your blog post will be fellow alumni, current students from across the institution, not just your course, and any prospective students who may be interesting in the University of Lincoln. Therefore, please do explain any jargon that you use that might not be common knowledge and use language that is appropriate for students younger than 18.

### **Formatting and length**

An idea blog post will be approximately 500 -750 words and can include links to website and any images you wish to share.

### **Submitting your blog post**

If you could please send your blog post and any images to the alumni team at [alumni@lincoln.ac.uk](mailto:alumni@lincoln.ac.uk). It will then be reviewed by the team and if we deem it appropriate, we will share this to our blog site or any other places that may be of benefit to our audiences.

If you would like to run an initial topic by the team before you start writing, please do feel free to drop us an email and we can advise on the topic or angle you wish to take.

Equally, if you have any questions at all, please do not hesitate to contact us.