

## BLOG GUIDELINES

- Blog content will be staff and volunteer (when able) generated
- Posts should stay between **400 – 500** words
- Ideas generated from events (current and past), current issues, interviews with volunteer leaders, campus life, etc. (anything you're excited about and relates to alumni life at Cornell)
- Blogs will be posted twice a month
- All posts should follow approved [voice and tone](#) and [AAD style guide](#)
- Blog post structure:
  - Intro with personal anecdote
  - Paragraph or two about the topic
  - How it connects back to the larger University strategic plan/initiatives
  - Conclusion/tie back to the intro