

Guest Blogger Guidelines

Share your expertise, best practice examples and opinions on current issues in international higher education with a vast community of professionals around the world by submitting a blog post for the EAIE blog: www.eaie.org/blog. If accepted, your blog post will be published on the EAIE blog, and promoted on all our social media platforms (Twitter, Facebook and LinkedIn), potentially reaching thousands of international educators.

What you should write

The EAIE blog posts are intended to provide information which is both timely and useful for professionals working in international higher education and which can be read in a relatively short space of time, providing the reader with snippets of valuable information and advice to help enhance their work.

Your blog post should fit under one of the following blog categories: admissions, curriculum & teaching, management, marketing & recruitment, mobility, planning, policy & strategy, strategic networks, student services. It could include any of the following: tips, analyses, commentaries, advice, new ideas and technologies, debates, developments, case studies, reviews, *etc.*

How you should write

Use a conversational tone which engages the audience. The use of questions within your blog post can help with this. Make sure the title is as informative and as catchy as possible. It should grab people's attention and make them want to read more. Similarly, ensure the first paragraph draws people into the blog post and sets the tone immediately. This first paragraph will show up in the blog overview so it is essential that it conveys the correct message about the blog post.

Think about your audience

Your blog post should address a specific audience of higher education practitioners such as: professionals working in student services, marketing and recruitment, alumni relations, credential evaluation and admissions, curriculum and teaching; managers of international

education programmes and international offices; rectors, vice-rectors, deans and international office directors; government representatives and policy makers; educators and researchers.

Keep it short

As a guide, your post should be a minimum of 400 words and should not exceed 1000 words. We encourage you to split the text up in paragraphs with subheadings and to use bullet points or numbered lists in order to make it easier for the audience to read.

Hyperlinks

You can use a maximum of three external links in your blog post, but they must be relevant to the topic. You can link to your website only if it is relevant. You should not use links directing to unrelated websites, affiliate/sponsored links.

Some general house rules

- The content must be unique – it must not have been published (and it will not be republished) on any other website or anywhere else in its original form. However, you are more than welcome to link back to your blog post if you wish to spread the news.
- The EAIE reserves the right to change the title of your blog post in order to maximise its search ability, however we will inform you of any changes prior to going live.
- We will proofread your blog post for language and grammar. We will also ensure that your blog post conforms to the EAIE house style and we reserve the right to make changes accordingly.
- We do not accept self-promotional blog posts of any kind.

Submission and publishing

- You can submit a pitch for your blog post or an entire article in a Word document and we will let you know within two weeks if it is accepted.
- If your blog post needs amending, we will send it back to you with recommendations.
- We might add internal links to other posts on our blog/other pages on our website.

- We will choose an image to fit with the topic of your blog post – we reserve this right in order to ensure a consistent design for our blog.
- If you wish to make minor edits to your blog post after it has been published, please let us know within two working days of it being published.

What to do after your entry is published

We encourage you to answer the comments posted in relation to your blog in order to keep the conversation alive. We will send you an e-mail to inform you of any outstanding comments on your blog post. We also encourage you to announce your blog post on your social media platforms and other channels you see fit.

Disclaimer

Once we have published a blog post, it belongs to the EAIE, it is credited to the author and cannot be republished anywhere else. We reserve the right to reject submissions. We may reject a submission because the topic or tone does not fit our blog, we have recently covered the topic sufficiently, or we cannot publish it soon enough and we do not want to prevent you from publishing on another website.