Blueprint Blog Posts Guidelines

Purpose

The Blueprint blog highlights our club’s projects, people, and impact. Posts should educate, inspire, or inform of our clubs endeavors. Blog posts are not supposed to be a technical deep dive, rather a reflection of how our technical prowess is bettering other's lives. Community, transparency, and technical excellence are innate to Blueprint's core mission of 'tech for social good'. Our blog posts are a place to build community, give kudos for accomplishments and much more beyond our resume skills.

Post Types

Project Spotlights

Highlight the key importance of the technical projects being built at Blueprint and how they positively impact the NPO we are partnering with.

Event Recaps

Summaries of workshops, socials, speaker events, and demos that celebrate the achievements of the members, the club and executive team.

Blueprint Journey's & Personal Experiences

Member's experiences learning at Blueprint, their journey to technical, design, product management, and marketing excellence.

Club Updates

Blogs about starting new initiatives, announcements of club updates, collaborations and more.

Guidelines

Style

- Clear, concise, and semi-professional
  - Our blog is geared towards our students and is not a professional platform like LinkedIn. It can be less professional and geared more towards relatability and building rapport.
- Overall positive tone
  - Doesn't mean you cannot mention hardships faced during the project, but it means that this blog is to build a positive environment.
- Avoid unnecessary technical jargon
  - To reiterate, technical details should be explained in a manner such that someone with lesser knowledge about the topic can follow along. This does not mean that you cannot utilize technical language and code at all, but it is imperative that it is explained in detail enough for anyone to understand.
- Cite sources
  - If applicable
- **Utilize minimal AI**
  - At Blueprint we value the human aspect, especially when it comes to creative endeavors such as writing. AI assisted writing is permitted; however, a completely generated blog post in unacceptable. The submitted posts are reviewed by the Executive Team - so keep AI writing to a minimum - we value what you have to say!

Structure

This is not a reflection of how every post should be written but rather a quick guide to get started and build a preliminary post

1. Title
   - Short, direct, and descriptive.
2. Introduction
   - State what the article covers and why it matters.
3. Main Content
   - Break into sections with clear points Use images, diagrams, or code snippets where helpful. Feel free to connect with the VP of Marketing & VP Design for assets.
4. Conclusion
   - Wrap up the main takeaway. Tie it back to Blueprint’s mission if you can.
5. OPTIONAL: Call to Action
   - Examples: “Join our next meeting,” “Check out our GitHub,” “Reach out to collaborate.”

Review

Submit your draft as a Google Document with comments on for everyone. Typically, VP Marketing or VP Operations will review the document, make comments or necessary changes and notify you. Once the blog post is cleared, we will post it to the website shortly.

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