

BALFOUR BLOG—GUEST BLOG FORMAT

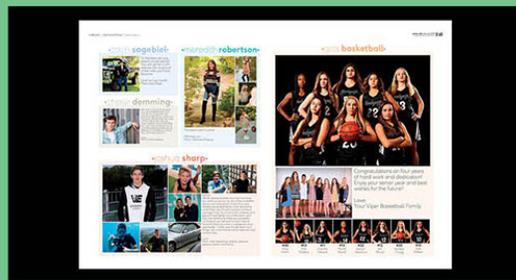
Thanks for writing a guest post for the Balfour Blog! We love the community effort and how that will help advisers. Please use the following format when preparing your blog. Before submitting to us, delete all the instructional notes. Thanks!

Date blog is running – Topic here

Headline goes here (present tense, concise, subject & verb)

MAIN PHOTO

- Size photo 1200 x 646 pixels
- Save as a jpeg
- Save file name as: Date_TT_topic_header.jpg (*If you don't know the date, leave out. Don't forget to include "header" as last word!*)
- If the photo has a lot of white, please add a border to define edges.
- If you do not have examples to use, create one in Photoshop or Illustrator and save as a jpeg.
- You can also resource stock photo sites like Pixabay (free!), Shutterstock or AdobeStock for images.
- If you're using a spread as a main photo, you will have to put on a bigger, colored background to fit sizing (see example)



Intro—This is two to three sentences used on the email to draw the reader into the story. They are also the first sentences of your post. You will include your name (and title) in part of it. It should be italicized.

Ex. The Show Must Go On. Although we've all been nervous about school starting, we know it has to happen. And just as classes resume, so do yearbooks. Balfour's Education Manager Kel Lemons shares 25 theme ideas that fit our new normal.

Post—Begin post here. Strive for 300 to 500 words. Please spellcheck and avoid passive voice. Please set your Word doc like this one to automatically add spaces after each paragraph. Do not hit returns to make spaces because it ends up transferring over to the digital version as extra space. You can find the setting under Format > Paragraph. Set the spacing *after* to 12 pt. Please include at least one or two photos with your post. See photo for info on how to size.

POST PHOTOS

- Strive to have at least one additional photo in your post.
- If your post is quite long, strive for two or more images.
- Size photo to 72 dpi and 860 pixels wide (do not worry about the height)
- Save photos as jpegs.
- However, if the photo is NOT horizontal, you will need to add white space in Photoshop to create a horizontal image (see example).



Captions about the photos should be underneath the photo and run in a slightly smaller font in italics. In some cases, a caption may not be necessary. If you know who took the photo, add a photo credit. Photo by Kel Lemons

If you are planning on including attachments or links in your blog, do not put the actual link in the post text. Place it at the end of the blog in a NOTES & LINKS section. Pick a word or two to be the link and hyperlink it or bold and put in the [typical blue color](#).

Subheadline goes here, bigger if you feel necessary

If needed, you may add bolded text or subheads to your post. You can also add bullet points if that is a more effective way to get across your topic.

- A short list can sometimes work better
- Just put each item with bullets
- And run the list
- Item here
- Item here

Preferably but not required, wrap up your post with a final paragraph. It's nice to leave the readers with a catchy ending or something that connects back to your intro paragraph. For ex. As challenging as this year will be, it's also an exciting moment. This will certainly be a year "Like No Other." You really can't go wrong with a theme choice. So, have fun, "Press Resume" and get started on not your typical yearbook.



Guest post/bio information—Please include your picture and bio at the end. Also in italics. Note, the picture has white space added and is 72 dpi and 860 pixels wide. For ex:

Kel Lemons is Balfour’s Key Accounts & Education Manager. Previously, she worked as a Waco Tribune-Herald photographer and the adviser at Connally High School and Rouse High School. She became involved in yearbook because of a schedule mishap her junior year of high school. She’s thankful to this day that Spanish class wasn’t available.

NOTES & LINKS

This is where you can leave a note for Kel or Gaylene about the blog, any attachments, etc.

Also, include your links here and the hyperlink or bolded phrase listed in post.

Please save your Word doc with the following format: Date running_TT_Topic_your initials. For example: 092520_TT_Theme ideas KL.doc.

Please put FALL2020 as the date as Kel will assign them based on the additional planned content.

Make sure to zip all photos, PDFs and the word document. Please make zipped folder uses same file naming system.

Thanks! Please reach out to us if you have questions:

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