

Marketing College Blog (<http://marketingcollege.blogspot.com>)

Posting Guidelines

Authored by: Sandeep Krishnamurthy (<http://faculty.washington.edu/sandeep>)

1. *How do I post?*
When you get to your Blogger account, go to the Dashboard and find the “Create Post” button to start posting. Enter text and hit “Publish Post” when you are ready.
2. *How often should I post?*
We suggest that you plan to post once a week. You are welcome to post more often if you wish.
3. *How long should a post be?*
At this time, there are no specific guidelines. Remember that this blog is being read by your peers. So, do not write an academic paper. Anything that is in the 100-400 words range should be fine.
4. *What topics can I post on?*
You can post on any marketing-related topic. We find that posting on topics that engage students tend to work well.
5. *Can I post something that I have already posted on another blog?*
Yes. Do mention that this is a double-post when you post.
6. *What creative elements can I use in a post?*
Blogger makes it easy to include links, images and videos. Use the icons in the Blogger “Create New Post” form.
7. *I just saw an amazing video on YouTube and I want to include that in this blog. How do I do it?*
When you watch a YouTube video, there will always be some code associated with it. Look at the window that describes the video. Locate the word “Embed”. Copy and paste the gobbledygook in this window (typically starts with <object width=...” into the “Create New Post” form in Blogger. Hit “Publish Post” and you are good to go.
8. *Taste issues.*
The moderator would like you to refrain from being tasteless and obnoxious. ☺