Thank you for your willingness to share insights and lessons learned with the Carey Community and beyond on Carey the Torch. Below, you will find basic guidelines on content and format. Please feel free to submit a rough draft to k.shapkarova@jhu.edu and we will offer feedback on both content and format.

CONTENT

• If writing about an event (e.g. case competition, student club event, conference), give a brief introduction and include title, location, and theme of the event. Clearly identify all your associates and colleagues by name, degree program, and occupation if applicable.

• If writing about a personal or professional experience, introduce the context (e.g. career journey, choosing to come to Carey, overcoming failure) and reflect on lessons learned.

• If you mention employers, mentors, schools, departments, or programs, be sure all titles and names are correctly spelled.

• Include relevant links to online content where necessary.

• Consider the following questions as you prepare your submission:
  • What excites you about the subject matter? What motivated you to attend the event? Opening with an anecdote is a great way to capture the reader’s attention.
  • How did you prepare or execute on the topic?
  • What tips can you provide and quantify (e.g. 3 Tips to Plan a Successful TEDx Event)?
  • Are there aspects of success and failure that can be shared?
  • What could be improved knowing what you know now? What can you do differently?
  • What would you like readers to do after reading your article?

FORMAT

• The average length of a post is 500 words. A post can be longer or shorter depending on the topic. Do not worry about the length when you submit a draft. We will review, edit, and provide feedback and suggestions.

• The post needs to be written in the first person (I, me, my OR we, our). Readers enjoy stories and if you share something in your own voice, the post will attract more readers.
• Provide your own title; however, we may make title suggestions based on what we have seen gain more traction for blog posts.

• Photos, especially of people and groups, create a great visual to support blog content. If you have multiple photos, we can create a gallery. Please submit them along with the draft.

• Headshots and a short author bio. A post can have more than one contributor, so if you choose to co-write the piece, be sure to submit bios and headshots of all authors.

• Deadlines for submissions are flexible; however, if you are writing about an event, please submit your materials within one week of the event taking place.

If you have questions or are interested in brainstorming submission ideas, please reach out to our Editor, Krasi Shapkarova, at k.shapkarova@jhu.edu.

Happy writing!