

SWE's All Together Blog Guidelines

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Here's everything you need to know to identify a great topic, write your blog post and submit it for consideration.

Topics of Interest

Want to submit a blog post for All Together, but you're not sure what to write about? Take a look at the wide variety of editorial topics on our [All Together blog](#) for inspiration!

Then take a look at the categories available on our blog. Your entry should fall under one of the following:

- Advocacy
- Affiliates & Sections
- Collegiate
- Diversity & Inclusion
- K-12
- Outreach
- Professional Development
- Public Policy
- Research
- Scholarships
- WE Conference

If you have any questions, please send an email to contentteam@swe.org.

Word Count

Please submit a blog post that is 250-750 words. While we are flexible and can make exceptions regarding the length of a blog post submission, we suggest that you err on the side of shorter vs. longer.

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Blog Post Structure/Format

Some of our most common blog post topics/formats are:

- Q&A
- Spotlight on an engineer or engineering branch
- Recap/highlight on a specific SWE event
- Personal experience/advice on a specific topic
- Case study

In addition, please provide a headline and a subhead to accompany the body of the blog post. A Google document is the ideal format to use when submitting your posts.

If there is an author you would like recognized, please provide their full name, a short bio (1-3 sentences) and a photo (optional). This can be in the same document or a separate document, but please include it with your blog submission.

Please note that content on the All Together blog is meant to be educational rather than promotional. For this reason, promotional backlinks to your company or website are not permitted.

To learn about SWE's sponsored blog post and other thought leadership opportunities, which allow for promotional backlinks, please [explore our media kit](#).

Images

Each blog post needs a header graphic, which is 1200px x 630px. If you have something that you would like to use but aren't sure about the size, please send it over and we can review it to see if we are able to resize it for you.

If you don't have an image for the header graphic in mind, we can provide a royalty-free image for the post. It will be something that complements the content.

We can also showcase multiple photos in the blog post itself. To submit your photos, please include them with your blog post entry via email at contentteam@swe.org.

If you would like photos placed in specific areas in the blog post, please indicate in the blog post where you would like them and which image to place in each location. Ideally, we would like you to provide a caption for every single image outside of the header image.

Please note, you are required to obtain the appropriate rights and permissions to use any submitted photos, especially if there are children in the images. Documentation of these rights and permissions may be required as part of the review process. If you have any questions, please don't hesitate to ask us.

Submitting a Blog Post

To submit a blog post, please email it to contentteam@swe.org. Please expect a 1-3 business day turnaround for review of your blog post.

Blog Post Review Process

Once your blog post is submitted, it will be reviewed to ensure that it is editorial (not promotional) and that it is relevant to our audience. We may suggest changes as a result of the review.

Once the submission is approved, it will be edited and formatted before publishing. We will also send out a draft for approval. Once you (and your team, if applicable) have approved the blog post, we can schedule it for publishing.

Length of Time Posts Are Active

We typically archive posts 12 months after they are published. However, if a post is topical, we may schedule it to archive earlier or remove the time-sensitive content from the post.