

Department news: The blog post

Here's how you can submit department-specific news for your department's news listing (blog). The news blog is perfect for announcements about faculty or student research, awards or conferences. Each post can then be amplified on departmental or individual social media accounts. The blog is also where you can post articles linked to in departmental newsletters.

Read the following directions on how to submit your blog post.

Step-by-step guide

To post your update, we will need the following fields submitted. Please note that some of these fields are required.

- Title (**required**).
- Summary (**required**): 1 or 2 **short** sentences.
 - This summary appears in the news listing on the home page. It should be just long enough to tease the visitor to "read more" and only appears on the listing pages.
- Teaser Image (optional): frequently a portrait picture. If that image is already somewhere else on our website, please provide the URL so we can easily find it and reuse it.
 - This teaser image appears in the news listing on the home page, as well as on the blog post page itself.
- Post Date (**required**): if a specific future date is not indicated, the date of entry will be used. Note that blog entries are indexed based on this field.
- Tags (optional): If your department is not currently using specific tags, leave this field empty.
- Author (optional).
- Body (**required**): This can be supplied as an attachment if the post is long. Include directly on the form if the post is short. We can use headings, paragraphs, pull quotes, images (with captions), galleries and embedded video in the body section. The body section should be at least 150 words, though 250-350 words or 900-1200 words are ideal from a search engine optimization perspective.

PLEASE NOTE: If you're writing a blog post about another news article, such as something posted on SU News or another website, the body of your post should be *significantly* different than that to which you are linking. Google does identify plagiarism online and penalizes sites that plagiarize content.



Use our [Contact form](#) to submit the blog entry information.

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