**Blog Post Guidelines for Education Professionals**

Dear Collaborator,

Thank you for working with EducationUSA to help promote education opportunities and give advice to Canadian students interested in studying in the United States. We hope that we can offer a reciprocal article in one of your online or print publications.

Take a look at previous [Blog](http://educationusacanada.blogspot.ca/?view=magazine) posts to get an idea of the content we provide and the style we use. Please reach out to me if you have any questions.

Happy writing!

Jenika Heim

EducationUSA Canada Advisor

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**Guidelines**

1. Email [Ottawa@educationusa.info](mailto:Ottawa@educationusa.info) with your proposed topic for approval.
2. Begin blog post with 1-3 italicized sentences describing your role and organization.
3. Use a professional, but conversational tone. You want to appear accessible, but also knowledgeable on your topic. Light humor is appreciated. Here is [an example](http://educationusacanada.blogspot.ca/2014/12/the-worst-way-to-start-essay-and-how-to.html?view=magazine) of the writing style you can use.
4. Your post should be around 400-700 words.
5. Please provide 2-3 photographs that we have permission to utilize within in the blog post and on social media. If you don’t have any photos that you would like to use, we will insert stock photos to supplement.
6. If there are people in the photographs, please sign, scan, and return the “EducationUSA Photo-Video Release Form”
7. Email your Post as a Word document and the Release form to Jenika Heim at [Ottawa@educationusa.info](mailto:Ottawa@educationusa.info).