Business Blog Assignment

This case will allow you to practice many of two very important aspects of this class: demonstrating the elements of clear, effective writing and relying on your credibility (*ethos*) to engage an audience.

The topic and angle of this blog entry is completely up to you. You are all in varying stages of developing your online presence and establishing credibility in your field of expertise. The *Reflective Ethos and Kairos Assignment* from Week 6 will give you an opportunity to consider and articulate your credibility and expertise and reflect on the appropriateness of your preliminary topics. Use this to isolate a topic with which you are comfortable and confident.

Once you have a topic, you will need to do the following:

Prewriting Work:
- Read a variety of business blog posts this week including a variety of LinkedIn blogs. Consider what you like/dislike about different blog styles.
- Develop and articulate an intentional strategy for your blog (How do I want to represent myself? What am I trying to achieve?)
- Create a strategy for your post (What am I trying to say about this issue? Who is my audience? Why is this interesting/different?)
- Establish your tone. What will be your voice in your posts?
- Consider options for organization and presentation

Composing Work:
- Compose using clear and effective prose
- Employ HSV (High Skim Value)
- Follow the mechanical conventions of business writing
- Attribute/link outside data/information/pictures

Specifics:
- You should aim for about 400-800 words per post. We want to provide a novel perspective while keeping the attention of our audience.

- Share a Google Doc draft of your post with me before class by class on March 6th.

- I ask that you do not consider posting your blog on LinkedIn until we have completed final drafts. We want to put our polished writing out into the world.

- If you post, be sure to tag #studentvoices so that LinkedIn Millenials Editor Maya Pope-Chappell can identify and promote your work in various channels.