SEMI Blog Writing Tips

Make It Original

All content contributed to SEMI Blog should be original unless the contributor has received written permission from the original source for republishing. If this is the case, prospective contributors must forward a copy of this documentation to SEMI.

Length & Tone

Blog posts should be 500-1,000 words in length. <u>They must be topical in nature — rather than</u> <u>product-focused.</u> They should interest electronics-industry suppliers, original equipment manufacturer (OEM) end-users, original design manufacturers (ODMs), and/or embedded systems integrators.

Calls to Action

Keep the conversation alive by including a call to action (CTA) in your post. Through a CTA, you can invite readers to download a whitepaper, sign up for a webinar, meet at an industry conference, register for an event, connect via LinkedIn or other.

Photos & Videos

We highly recommend including photos and/or videos. Application or technology photos should be transmitted separately as a 72-150 dpi jpeg file. Video clips should be in a web-friendly format.

Best Practices

While there is no perfect structure for a blog post, here are a few best practices that consistently win out:

- Pick a topic that will "grab" your audience.
- Keep the headline clear, concise and self-explanatory.
- Make your first few sentences as compelling as possible. It's the hook that will get people to start reading.
- Keep paragraphs short. Two to five sentences per paragraph is a good upper limit. Write with a combination of short, medium and long sentences.
- Break up text. Use subheads, bulleted lists or numbered lists, bolded text, and/or italicized text to make it easier for readers to scan your words.
- Add images and videos to engage the reader.
- Consider adding industry research/data and expert quotes to establish objectivity.
- Remember to add key words at the end of your post, which will help SEMI with SEO.

Once you've identified the the unique angle of your post, create an **outline** to ensure a cohesive and logical flow.

Brainstorm

Write down all the points you want to make. These are the key takeaways.

Sort

Group these thoughts and ideas into overarching sections. Pool ideas to help create larger themes for your blog post. Aim for 3-4 larger sections.

Fill in the gaps

Add anything that you may have missed in your brainstorm session. Beef-up sections that appear too lean.

Tighten it up

Keep only the most relevant information, reorganize your bullets and sections if needed, and delete anything that doesn't add value. Plug in supporting links, data, images, and snippets as needed.

Start writing!

Write your draft with this outline in mind. End with a clear call to action and restate your big idea. Encourage comments by asking a question or requesting feedback.

Set Goals and Target Word Counts

500-800-word posts:

- Allows writer to provide some detail about a topic
- Offers room for discussion and creativity

800-1000-word posts:

- Allows writer to explore much greater detail on a topic

Please send submissions in Microsoft Word format.

For examples of member-contributed blog posts, visit SEMI Blog:

Technology and Trends: http://blog.semi.org/blogs

For submissions or questions, email SEMI-MSIG PR: maria.vetrano@vetrano.com