



*Advances gender equity for women and girls
through research, education, and advocacy*

AAUW San José Blog Writing Tips

The AAUW San José Branch is full of members with various passions, diverse perspectives, and intriguing stories. We want to feature your articles and stories in our community blog! Writing a blog post is simple; use the practical tips and relatable content ideas below to craft your own article.

What are some content ideas?

- ❖ Interest group highlights
- ❖ Branch Community Action Projects
- ❖ Look back at memorable branch events
- ❖ Public Policy & Advocacy
- ❖ Your personal experiences with fighting for equity
- ❖ Local scholarship winners profiles
- ❖ Equal pay progress news
- ❖ Silicon Valley networking tips
- ❖ Behind the scenes of branch operations
- ❖ New board member introductions
- ❖ Local scholarship opportunities
- ❖ Legislative updates
- ❖ Voter education
- ❖ Branch event recaps

How do you format blog content?

- ❖ Start with an engaging, attention-grabbing introduction
- ❖ Make article titles interesting
- ❖ Use clear subheadings to make your writing easy to read and glance over
- ❖ Review your article to check for typos and grammatical errors
- ❖ Include high-quality photos, if possible ([tips for photos from AAUW events](#))
- ❖ Separate writing into multiple short paragraphs
- ❖ Include a call to action when appropriate, a short phrase that tells your reader what to do next. For example: "Sign up to volunteer now".

See It in Action: Example Blog Posts

**American Association of
University Women
San José Branch** 1165 Minnesota Avenue, Suite 100
San José, CA 95125
408.294.2430 | www.aauwsanjose.org



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- ❖ Advocacy Piece: [NAWL Joins Women Lawyers' Joint Statement on the Fourth Anniversary of Dobbs v. Jackson Women's Health Organization](#)
- ❖ Member Spotlight: [After learning to code, Darlene Holland helps young women do the same](#)
- ❖ Local Scholarship Winner Profile: [Latest \\$2,500 Goodwall Scholarship Winner Announced](#)

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