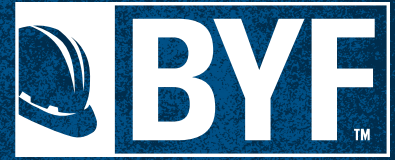


# Build Your Future Blog Contributor Information

2021



The BYF Blog from Build Your Future provides insight and information about careers in construction and other construction topics to students, parents, educators and industry. If you are interested in contributing as a writer or source for the BYF Blog, read below for guidance and instructions on how to connect with us.



## BLOG THEMES

- Benefits of careers in construction
- Insights about specific construction crafts
- Apprenticeship
- Career & technical education (CTE)
- Craft training
- Construction safety
- Women in construction/Diversity
- Veterans in construction
- Construction misconceptions and stereotypes
- Opportunities and potential in construction



## WRITING GUIDELINES

- Conversational but professional tone
- Rough word count: 500-1000 words
- AP Style preferred
- Second or third person perspective preferred (unless providing personal anecdotes)
- Short paragraphs/No blocks of text
- Incorporate subheaders, bullet points and other formatting that improves readability
- Persuasive language will be appropriate at times
- No advertorials

## BLOG AUDIENCES

- Students and young adults (Gen Z)
- Parents
- Education (instructors, counselors)
- Industry

## EXAMPLE HEADLINES FROM THE BYF BLOG:

- Top 5 misconceptions about construction
- How to find an apprenticeship
- 6 Reasons you should become a welder
- Why the construction industry needs women

If you are interested in submitting a blog, please email [jarnholz@nccer.org](mailto:jarnholz@nccer.org) with your name, company, position and blog topic pitch, as well as any writing samples.

*NCCER and Build Your Future reserve the right to edit content for clarity and consistency. All submissions are received and selected on a first-come, first-serve basis. In addition, to ensure diversity of subject matter, approaches and voices, NCCER and Build Your Future reserve the right to publish submissions as best suited.*