



BEST PRACTICE GUIDELINES



Make Your Voice Heard.

Whether you're providing career guidance to others or you're on a self-directed journey to take your education and career planning to the next level, the Kuder Blog is a place to share insights, information, and tips.

We love connecting with people who share our vision to help people discover and achieve what they want to be. If you're using a Kuder system or service in a unique way with those you serve, we invite you to submit an original Kuder Blog Best Practice article. A

Join the Conversation.

The Kuder Blog is an excellent platform to engage with our wide audience of readers, which includes K-20 faculty, students, and their parents; career guidance and workforce development practitioners; policymakers; employers; job seekers; and others interested in career development.

Best Practice isn't a testimonial — it's an original example of your use of a Kuder product/service to fulfill a particular, unique goal.

Kuder Best Practice articles offer readers relevant, experience-based knowledge and advice on how to make the most of a Kuder product or service to support students' or clients' career exploration, planning, and/or readiness.



TOPICS

Our readers enjoy topics relating to innovative uses of a Kuder product/service, such as:

- College/career planning and exploration.
- Adult career transitions/planning.
- College major/postsecondary training program selection.
- Developing students'/clients' self-awareness.
- Effective approaches in CTE.
- Curriculum planning.
- College selection and admission.
- Student/client successes.
- Overcoming barriers faced by students and adult job-seekers.
- Career development program models.

Style

- **Keep the tone friendly and casual.** Use the first person (I, we, you), use contractions (I'll, you'll, we'll), and keep sentences short.
- **Take a practical and actionable approach.** If applicable, provide takeaways, step-by-step instructions, checklists, or examples.
- **Cite your sources.** Include links or publication names for proper attribution.
- **Provide original work.** Don't submit material that has previously been published in whole or in part.
- **Expect editing.** All submissions will be reviewed for correct grammar and formatted per the Kuder style guide.

Format

- Microsoft Word, double-spaced, 11-point type.
- Between 1,200 - 1,000 words preferred.
- Titles should be no more than eight words.
- Use subheadings and bulleted lists to highlight key concepts.
- Keep paragraphs to three sentences or fewer.



Compensation

Writers whose Kuder Best Practice articles are published in the Kuder Blog will be paid \$150.

Promotion and Social Media Distribution

We promote published Kuder Best Practice articles via our social media channels, including Facebook, LinkedIn, Twitter, and Pinterest. Your article could also be featured in our quarterly newsletter Kuder User News and other marketing publications and materials.

How to Submit a Best Practice Article

Draft your article in a plain-text Microsoft Word document and email it to communications@kuder.com with your proposed title in the subject line. Please also include headshot, which must be at least 6" x 6" with a resolution of at least 72 dpi and a short bio (no more than 100 words), which includes your preferred contact information, blog URL, or other relevant links.

