



## **Global Option in Business Global Experience Blog Guideline**

In the Global Option in Business program, you are able to complete an activity requirement by becoming a blogger on the Office of Global Business's (OGB) official blog page or creating your own personal blog. Tell your story of participating in one of the Office of Global Business global programs!

Below are guidelines for your postings on the OGB Global Experience Blog/Personal Blog:

- 1) Submit at least 5 posts. Preferably before you start the global program, mid-way, at the end, and after you completed you program on how it impacted you professionally and/or personally.
- 2) Please write with academic appropriateness in mind. The blog posts will be reviewed for academic appropriateness. (i.e.; Photos or posts involving alcohol/drugs, messages conflicting with Office of Global Business or OSU policy are not academically appropriate, etc.) If you are blogging on the OGB Global Experience Blog, the post will not be published until updated.
- 3) It is suggested that you keep the length of your blog to post between 500 to 1000 words. On the next page you will find a writing guideline.
- 4) By submitting your blog post (text, photos, or any content you decide to upload) and sharing it with OGB, you agree to allow the Office of Global Business or OSU to use the posts for marketing purposes.
- 5) At least three blog posts must be on the topic "Professional Interactions" (i.e. business etiquettes you learned abroad, business speaker events, out of class business networking/conversations, business visits, business culture comparisons, global experience impact through job searching, etc.) and two blog posts on "Global Options" (i.e. on section A,C, or D).
- 6) Post other blog entries using the different topics listed below;
  - a. Host Country (Cultural differences in daily life and/or in business practices you observe, interesting interactions with the locals, top reasons why students should go to your host country, etc.)
  - b. Cultural Events or Holidays (Experience of any events, festivals, or holidays abroad. Fashion Week in Milan, Tomato Festival in Spain, Chinese New Year in China, etc.)
  - c. Company Visits (Which one was your favorite and why, what kind of internship project did you work on, what was interesting to you and what was the challenge, what did you learn from the experience, etc.)
  - d. Exchange Host Institutions (About interesting classes you took abroad, the differences you see in education systems abroad, top reasons why students should go to your host institution, etc.)
  - e. Global Option in Business (What have you gained out of each section you have completed, which section was most impactful to you in learning about global, what did you gain overall, what has changed comparing when you have started the program and when you have completed the program, etc.)
  - f. Other (Any topic that you wish to write about that would be educational to future students.)

Should you have any other questions, please contact the Global Option in Business coordinator.



# THE OHIO STATE UNIVERSITY

## FISHER COLLEGE OF BUSINESS

Looking forward to following your journey on the Global Option in Business!

### Blog Writing Guidelines

This guideline is to help you write insightful and readable blogs, although if some components do not flow well with your blog post, you do not strictly have to include all aspects of the guideline:

- **Readability:** Small digestible paragraphs, appropriate paragraph breaks, formatting images and structuring content in a digestible way.
- **Images:** Use at least one photo (of abroad experience, exchange university/classrooms/facilities, professional event/work, etc.), infographics, eye-catching content. Adjust image size to appropriate size for easy viewing.
- **Program Names:** Make sure you list names of organizations, companies, projects, classes, global programs, etc.
- **Application Process:** Discuss about the application process, decision-making process, resources you used, scholarship you applied to, etc.
- **Academic Experience:** Discuss your experience in the academics of your program, such as classes, study spaces/plans, school events, etc.
- **Cultural Experience:** Discuss the cultural/global aspect of your program, and how you have adapted to the changes.
- **Growth Experience:** Discuss about your professional, academic, or cultural growth you have experienced while on the program.