**Write for The Shofar**

|  |
| --- |
| **Instructions** |

Thank you for taking the time to write for The Shofar. We’re excited to review your post! **Please read through all instructions before submitting your content.**

**New Authors**

If you are a first-time poster, let’s create an author profile for you. **When you submit this document, please also include:**

* **Headshot** – Must be cropped to a square image and only feature you. We recommend a background that isn’t super busy, so we can clearly see your face in the image. If your headshot does not meet our publishing standards, we will ask you to resubmit. Here’s a [good example](https://drive.google.com/file/d/1NxFycE1JWjiMTePe1HmU13KXOUve1rOo/view?usp=sharing) of what we are looking for.
	+ **Tip**: If you need to take a headshot, find a blank wall and have someone take a picture of you in front of it. Be sure the lighting is good!
* **BBYO Community** – Tell us where you’re from.
* **Bio** – Tell our audience a little bit about who you are. (e.g. *[Your name] is an [Aleph/BBG] living in [your city] and [a little something fun/fun fact].*)
* **(Optional) Social Media** — Share you Twitter and Instagram Handle so people can connect with you outside of The Shofar.

**Writing Your Blog Post**

When putting together your post, remember your audience. You’re talking to teens, just like you, around the world. If you’re not excited about what you’re writing, they won’t be either. Share something that is powerful, funny, or entertaining. If you need coaching, be in touch with members from the [Press Corps](https://azabbg.bbyo.org/networks/iln) or your [International Mazkirim](https://azabbg.bbyo.org/networks/mazkirim).

* **Title (60-100 Characters)** – Use simple, but powerful language and make it feel relevant to our audience.
* **Category** – Select the best category for your blog.
	+ **Update** – AZA and BBG movement updates (e.g., welcoming new chapters or communities, hitting goals, new legislation, etc.).
	+ **Identity** – Reflections on how experiences have shaped who you are.
	+ **Connection** – Stories about the friendships and connections we make. This can be about international exchanges, long distance friendships, alumni, brotherhood/sisterhood experiences, etc.)
	+ **Rewind** – Highlights from a recent event you attended.
	+ **Opinion** – Thoughts or reviews on politics, food, music, movies, or anything pop culture related.
	+ **Spotlight** – News featuring all of the incredible things Alephs and BBGs are doing in and out of BBYO (e.g., getting elected student body president, singing, videography, art, running a nonprofit, etc.)
* **Post Description (1 Sentence)** – This is your hook. Make people curious about what’s inside your post.
* **Main Image** – Include a powerful image that will draw people to your post.
* **Post** – Posts can vary in length depending on what you are talking about. Feel free to enlarge, bold, or italicize text or add images or links throughout the post.

**Submitting Your Post**

* Please submit posts to theshofar@bbyo.org for review.

If you have any questions about The Shofar, submitting content, or just want to connect—be in touch.

**Ryan Ladd Miles Bader Eva Hayman**

AZA & BBG Team Grand Aleph Mazkir International Mazkirah

rladd@bbyo.org mazkir@bbyo.org mazkirah@bbyo.org

|  |
| --- |
| **The Shofar: Post Template** |

**Author Name:**

**Post Title (60-100 characters):**

**Post Description (1 sentence):**

**Category (Bold One):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Update | Identity | Connection | Rewind | Opinion | Spotlight |

**Main Image (Please attach to email)**

**Post (If you have additional photos, videos, or links, please include them in this document. Format with bold, italics, spacing and sizing as you’d wish to see online):**