

How To...

Create a Guest Blog for BESS



1. If you're good with words, this could be a fantastic way to engage with students about your expertise, so make sure you chose a project that paints you in the best light
2. Your blog should be original and informative, and no more than 900 words in length (short paragraphs or bullet points will make it easier to read)
3. Please remember you are writing for young people, so any technical information should be GCSE level at the most. Ditch the corporate-speak too
4. Make sure that you have secured the necessary agreement and consent from any and all clients involved in the project
5. Don't forget to use this opportunity to talk about all the different roles and skills involved, including the qualifications needed. If you can link the various skills back to GCSE subjects, that's even better
6. Now for the tricky bit – somewhere in your blog post, you need to include the details of work undertaken by a construction organisation elsewhere in the supply chain and completely separate from yours. Of course they can help you with content here, but you need to write this seamlessly into your own account of the project
7. If this was a really small piece of work and you were the only construction company involved, contact us for a workaround
8. Remember to send as many attractive, high quality images as you can with your typed document
9. Fame and fortune beckons! Or possibly not... but certainly comments and questions from students



BESSprogramme



Built Environment Skills in Schools



Built Environment Skills in Schools



Beskillsinschools.co.uk



BESSprogramme

For more How To... guides, visit beskillsinschools.co.uk