



Building Brand & Reputation

AT MICHIGAN STATE UNIVERSITY

New Administrator Orientation • August 2017



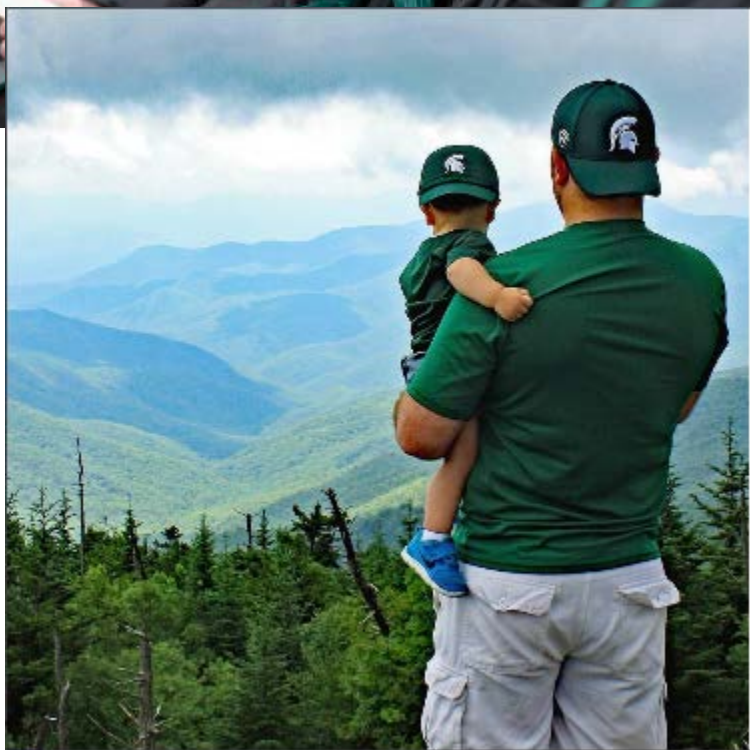
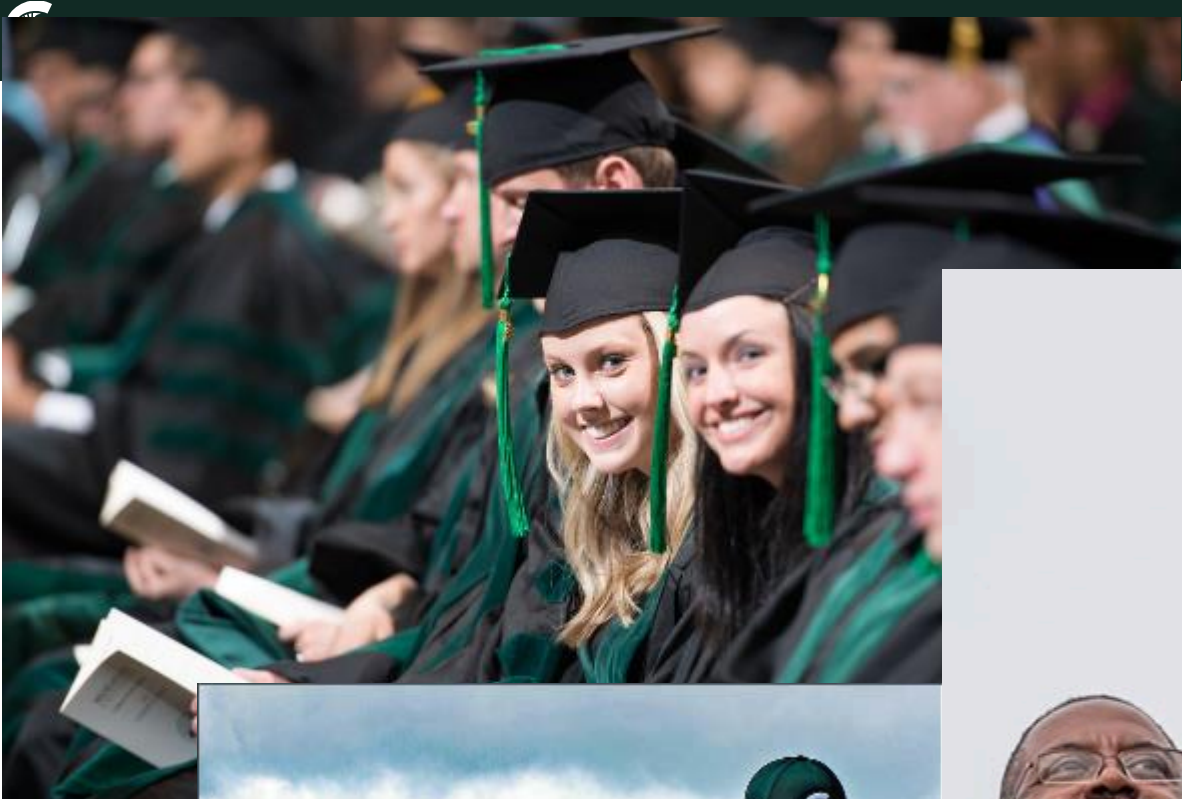
Communications and Brand Strategy (CABS)

Inspires esteem and affinity for Michigan State University, its people, and its purpose, leading to supportive action.

- Plan and implement **strategic communications** programs to build brand, enhance reputation, and support key university initiatives
- **Create and share compelling content** that inspires interest in and support for the people and purpose of MSU
- Manage **issues and adversity communication**
- Provide leadership to **align external and internal communications** across the university to maximize impact and steward resources
- Provide **marketing and communications consultation** for MSU units

“YOUR CULTURE IS
YOUR BRAND

–Tony Hsieh, Zappos





Our Mission

Michigan State University, a member of the Association of American Universities and one of the top 100 research universities in the world, was founded in 1855. We are an inclusive, academic community known for our traditionally strong academic disciplines and professional programs, and our liberal arts foundation. Our cross- and interdisciplinary enterprises connect the sciences, humanities, and professions in practical, sustainable, and innovative ways to address society's rapidly changing needs.

As a public, research-intensive, land-grant university funded in part by the state of Michigan, our mission is to **advance knowledge and transform lives** by:

- providing outstanding **undergraduate, graduate, and professional education** to promising, qualified students in order to prepare them to contribute fully to society as globally engaged citizen leaders
- conducting **research** of the highest caliber that seeks to answer questions and create solutions in order to expand human understanding and make a positive difference, both locally and globally
- advancing **outreach, engagement, and economic development activities** that are innovative, research-driven, and lead to a better quality of life for individuals and communities, at home and around the world



**IT'S NOT JUST WHAT
WE DO, BUT WHY
AND HOW WE DO IT
THAT DISTINGUISHES
US AS SPARTANS.**



SPARTANS WILL.



We Believe...



INTERNAL
Identity

V

EXTERNAL
Image



EMPOWER EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

On October 24 we launched a campaign that will propel this great university forward through its people and with you at its side.

WHERE THERE'S A **WILL**,
THERE'S A **SPARTAN**.





Authentic and Powerful Culture Brand:

stakeholder focused

listens and learns

generates real value

story to connect emotionally

distinctive point of view

identified as much by what it

DOES NOT do as it DOES



MICHIGAN STATE

U N I V E R S I T Y

RESEARCH

PERIMENTATION

FOO

SDOM

SCIENCE

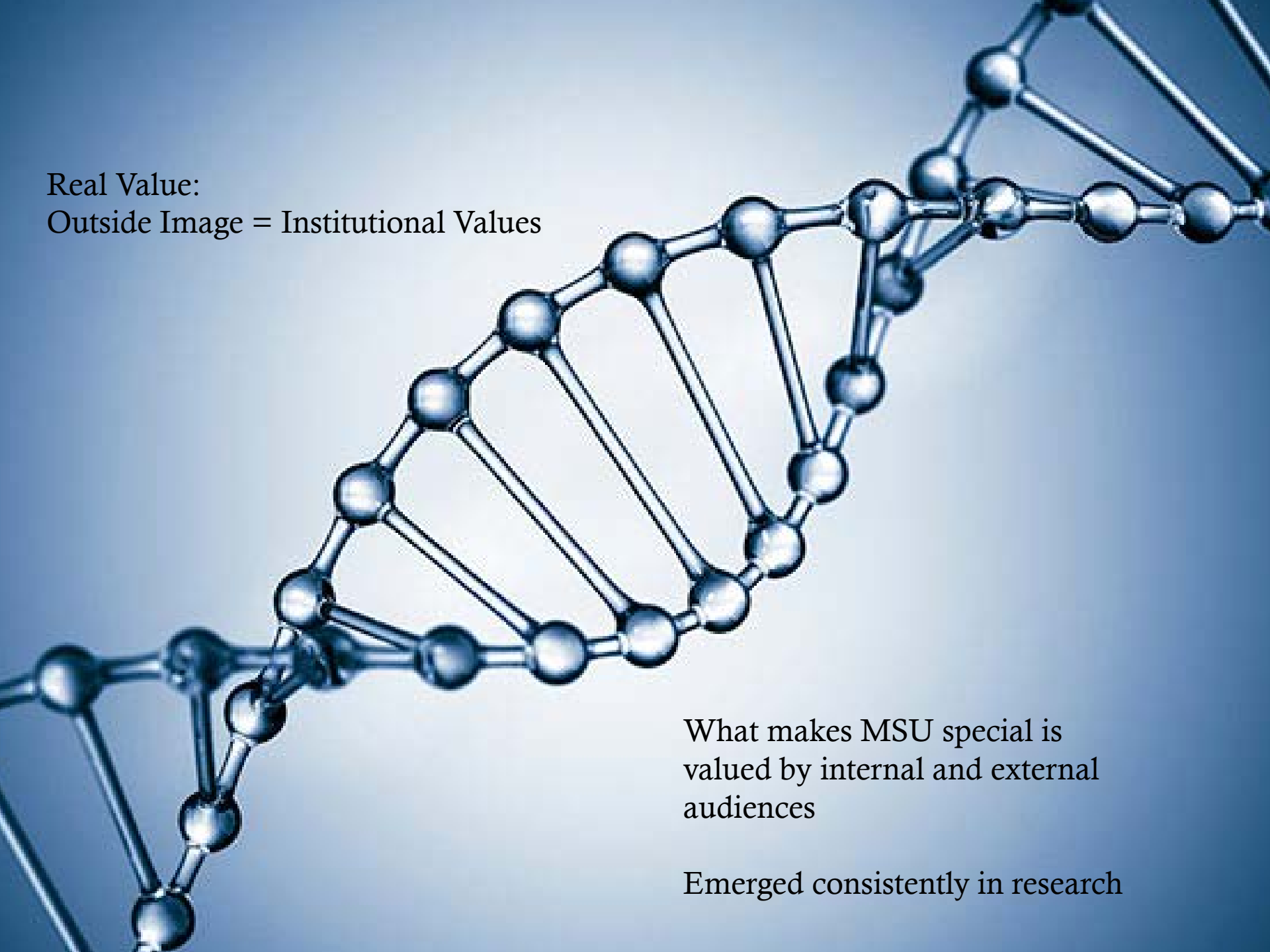
BOOK

MISS

EXPERI

KNOWLEDGE

PRACTICE



Real Value:
Outside Image = Institutional Values

What makes MSU special is
valued by internal and external
audiences

Emerged consistently in research



MSU Brand Platform:

Focus on How and Why Through Storytelling

TAGLINE	Spartans Will.		
ESSENCE	Individual Strength. Collective Power. Extraordinary Impact.		
PERSONALITY	Genuine. Tenacious. Diverse. Open. Collaborative. Bold. World Changing.		
POSITIONING	MSU's talented, passionate people and open, collaborative culture empower opportunity and create extraordinary impact for a better world.		
STORY ANCHORS	Individual Strength Our people set us apart.	Collective Power Our open, collaborative culture is built to power and empower.	Extraordinary Impact We boldly live our values as we pursue our land-grant purpose to make the world a better place.
	We have an amazing work ethic. We are unpretentious and incomparably tenacious. No challenge is beneath us—or too big to tackle—if it makes a difference in people's lives.	We foster openness and flexibility. We empower individuals as they create their own paths of achievement.	We affect lives in extraordinary ways. It's in our DNA to shape a better tomorrow, helping individuals and communities achieve their potential in Michigan and around the world.
	We turn talent to good. Talent is the essential element that drives us forward. We foster it, invest in it, recognize it, and turn it to the common good.	We believe in partnerships. Collaboration is often the best way to achieve lasting impact. Getting the best results and building for the future is more important to us than getting all the credit.	We are visionaries. Our research pushes the boundaries of discovery to solve the big problems of our time.
	We excel on teams. We are skillful partners, and we celebrate one another's successes.	We connect globally. We are globally networked, with decades of experience making a difference in communities at home and around the world in ways that advance us all.	We deliver excellence and opportunity. We are an elite research university, but never elitist. We are competitive at the highest levels of research and scholarship <i>and</i> supporting the success of a globally minded, diverse population of learners.
	We value differences. Our inclusive culture unleashes the creative power of diverse viewpoints and backgrounds.		
FOUNDATION	Excellence in research and education: pioneer land-grant university, top 100 research university, AAU member, competitive rankings, vast resources and outstanding facilities, globally networked, \$500M plus in federal research funding, solid donor base, strong enrollment demand, large and socioeconomically diverse student population, strong mission of access and opportunity, more than half a million alumni globally, top-ranked athletics programs		



WHO WILL?

SPARTANS WILL.



DANIEL DUCAT
ASSISTANT PROFESSOR
BIOCHEMISTRY AND
MOLECULAR BIOLOGY

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartansWill.msu.edu

 MICHIGAN STATE UNIVERSITY



“Michigan State University: Who Will? Spartans Will” video



WHO WILL? SPARTANS WILL.

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartansWill.msu.edu

JENNIFER ROBERTS
ASSISTANT PROFESSOR,
LARGE ANIMAL
CLINICAL SCIENCES

 MICHIGAN STATE UNIVERSITY



WHO WILL
WHO WILL
WHO WILL
WHO WILL

**WHO WILL MAKE THE WORLD
A BETTER PLACE?** WHO WILL
BELIEVE IN SOLUTIONS THAT
SEEM IMPOSSIBLE? WHO WILL
BE OPEN TO NEW IDEAS AND
LASTING PARTNERSHIPS? WHO
WILL ADVANCE THE COMMON
GOOD WITH UNCOMMON WILL?
SPARTANS WILL.

Discover the ways Spartans
are changing the world at
SpartansWill.msu.edu

 **MICHIGAN STATE UNIVERSITY**



WHO WILL MAKE THE WORLD TAKE NOTE? SPARTANS WILL.

From renowned jazz musicians to world-class nuclear scientists, MSU faculty and researchers create extraordinary impact while preparing the next generation for the global stage.

Discover the ways Spartans
are changing the world at
SpartansWill.msu.edu



MICHIGAN STATE UNIVERSITY

RODNEY WHITAKER
DIRECTOR OF JAZZ STUDIES
MICHIGAN STATE UNIVERSITY



WHO WILL CHAMPION GLOBAL UNDERSTANDING? SPARTANS WILL.

By challenging assumptions and
expanding perspectives, Spartan
scholars create understanding to
make a more peaceful world.

MOHAMMAD KHALIL
ASSOCIATE PROFESSOR
RELIGIOUS STUDIES

Discover the ways Spartans are changing the world at SpartansWill.msu.edu



MICHIGAN STATE UNIVERSITY



WHO WILL ENVISION NEW POSSIBILITIES FOR A BRIGHTER FUTURE? SPARTANS WILL.

Spartan researchers see opportunities where others see obstacles. From creating new solar technologies that could one day power entire communities to developing more resilient crops to feed an ever-growing population, Spartans are turning "What if?" into "We will."

RICHARD LUNT
ASSISTANT PROFESSOR
MICHIGAN STATE UNIVERSITY

Discover the ways Spartans are changing the world at SpartansWill.msu.edu



MICHIGAN STATE UNIVERSITY



WHO WILL MAKE A DIFFERENCE IN THE LIVES OF CHILDREN AND FAMILIES? SPARTANS WILL.

From Flint in Southeast Michigan to Malawi in East Africa, Spartans are working with communities to solve public health problems and ensure a safer, healthier future for all.

MONA HANNA-ATTISHA
Assistant professor
Pediatrics

Discover the ways Spartans are changing the world at SpartansWill.msu.edu



MICHIGAN STATE UNIVERSITY



Computer Center Parking Structure



SPARTANS WILL. CALL.

 MICHIGAN STATE UNIVERSITY



WHO WILL BUILD THE BRIDGE TO TOMORROW? **SPARTANS WILL.**

 MICHIGAN STATE UNIVERSITY

A photograph of a parking gate system. A black horizontal bar is lowered across the path. A green banner with white and yellow text is attached to the bar. The background shows a concrete curb, a dark building, and a paved area with a white line and a square marking. The gate arm is supported by two black pillars. The left pillar has a control panel with a red display and a green button. The right pillar has a white sensor unit. The banner is slightly curved and has some faint graffiti on it.

WHO WILL RAISE THE BAR? SPARTANS WILL.

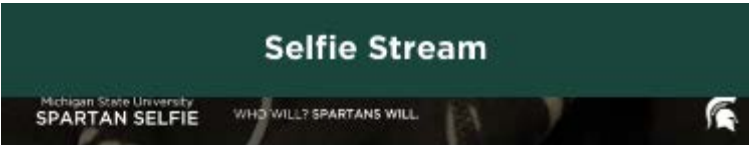


AG Hall





Spartans Will!



Spencer J.'s Spartan Selfie



David H.'s Spartan Selfie



A season to celebrate! Go Green!!! #SpartansWill
#ReachHigher





Moses Fram @mosesfram · 12h

It was time to announce it to the world, @michiganstateu! This app came out at the right time. pic.twitter.com/NGY8NXVR0y



Hide photo





arohrscheib

Follow

1 day ago

Being a Spartan means everything. Together we make a difference by standing for something, working hard and never giving up. Having this permanent reminder on my wrist already inspires me to be better every day. #spartanswill #msu #michiganstate #obsessed #inlove #gogreen #tattoo #inked #deepellum #tiggerstattoo #thisiseverything #inspiration #motivation #sohappy #aimamater #surprise #transformationtuesday



court_1018, morgiebee_getsfit, debimarylou87 and 91 others like this.



trxvart



michiganstateu

This is truly amazing. Do you mind if we share your photo and caption?



arohrscheib

@michiganstateu yes go right ahead!



debimarylou87

Bām 🍌🍌❤️ I love this!!



vivianmyu



Leave a comment...





“Michigan State University: What makes a Spartan a Spartan” video

**WHO WILL
PUT THE "US"
IN GENIUS?
SPARTANS
WILL.**



NELSON SEPÚLVEDA
ASSOCIATE PROFESSOR,
ELECTRICAL AND
COMPUTER ENGINEERING


The spirit of collaboration. It runs deep inside Spartans. Driving us to work together across disciplines and time zones to make a lasting impact on the world we share. Strong as one. Extraordinary together. See how at [MSU.edu/inside](https://msu.edu/inside)



**WHO WILL
MAKE FAST FRIENDS
WITH FRESH
PERSPECTIVES?
SPARTANS WILL.**

PETER BURROUGHS
MSU SENIOR,
VIDEO GAME DESIGN

Ingenuity. Vision. An openness to different ways of thinking. They're inside every Spartan. That's how they bring new ideas to life and shape a better tomorrow. Get a glimpse at [MSU.edu/inside](https://msu.edu/inside)

 **MICHIGAN STATE UNIVERSITY**



**WHO WILL
TURN QUESTION
MARKS INTO
EXCLAMATION
POINTS?
SPARTANS WILL.**

KARIM MAREDIA
PROFESSOR
ENTOMOLOGY

Inside every Spartan is the relentless drive to pursue solutions for a better tomorrow. And a hunger to make a difference.
To affect the lives of others through advances in areas such as energy, food, water and health. [MSU.edu/inside](https://msu.edu/inside)

· THE · GREAT STATE ROAD TRIP

Exploring MSU's impact across Michigan

#MSURoadTrip

From East Lansing to Escanaba, see how MSU Spartans make Michigan a place of opportunity, imagination, and innovation. From July 17 to August 4, we'll be posting stories from the road. Join us!



michiganstateu • a day ago



Pamela Jones
@MSUPamelaJ



MSU has a great presence in TC thanks to



I.mulcrone • a day ago





SPARTANS WILL.



MSU PRIDE POINT

MSU grad Steve Price and team of 18 builders have set a world record for a circle field and an American record for total toppled dominoes.

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A HEALTHIER TOMORROW

SPARTANS WILL →



OPENING SECOND INSTITUTE



SUPPORTING ENTREPRENEURSHIP AT MSU



IMPACT-SENSING HEADBANDS



FORMER ALL-AMERICAN MIKE SADLER PASSES AWAY



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Journalists



360 PERSPECTIVE

VOICES AND VIEWPOINTS

FROM THE EDITOR:
OUT OF THE OFFICE

On vacation. Out of the office. Taking a break. Gone fishin'. However you say it, everyone needs to pause occasionally – even Spartans. Spartans are filled with incredible determination and resolve, but we're also smart enough to know the value of hitting reset and rejuvenating our minds and bodies. That's why this Spartan is taking a couple of days off to enjoy the incredible summer beauty Michigan has to offer. By this time tomorrow I hope to have sand between my toes, a good book in my hands and a view to rival any tropical paradise.

Rather than try to write my editor's note from the beach (sand is really bad for a keyboard) I thought I do a bit of "Wayback Wednesday" and share a couple of my summer blogs from the past. Maybe you missed them the first time, or maybe you just want to revisit. Or maybe you just want to skip over them, but you'll be missing out on some links to some cool stories and research that's still relevant today.

So, kick back, put your away message on and enjoy some Spartan oldies, but hopefully goodies.

[MORE](#)
▼


FACULTY VOICE:

**AMANDA TOLER WOODWARD:
WE NEED TO TALK ABOUT
AGING**

Birds do it, bees do it, and I hate to break it to you, we do it, too...



STUDENT VIEW:

**JON BENTON: TAKING
MEDICAL TRAINING BACK TO
HIS ROOTS**

Some people get an adrenaline rush from jumping out of planes, others...



GLIMPSE:

PHOTOBOMB

The Spartan helmet from atop the Spartan Stadium south scoreboard...

MSUToday 360
Perspectives

MSUToday Daily Pride Point: July 21, 2016



MSUToday

Thursday, July 21, 2016 at 11:00 AM

To: Carter, Todd

⚠ To protect your privacy, some pictures in this message were not downloaded.

[Download pictures](#)

MSUToday Daily Pride Point: July 21, 2016

Department of Chemistry's Gary Blanchard and Marcos Dantus invented a headband that records severity and location of impacts on the head.

Keep the MSU pride going by checking out msutoday.msu.edu—a front-row seat for the most recent MSU headlines and the most inspiring Spartan adventures and achievements.

You are subscribed as todd.carter@cabs.msu.edu. To manage your subscription or change your email address, [click here](#). To unsubscribe, [click here](#).



Supporting entrepreneurship. Read the MSUToday Weekly Update



MSUToday

Wednesday, July 20, 2016 at 12:28 PM

To: Carter, Todd



Supporting entrepreneurship at MSU

MSU has announced a \$4.5 million gift to the Institute for Entrepreneurship and Innovation in the Eli Broad College of Business from alumnus Robert "Bob" K. Burgess, an accomplished business leader and longtime university adviser.

More >>



Making healthier corn crops

MSU researchers are partners in a collaborative research project that could provide some well-deserved relief to stressed-out corn crops. The group is studying how corn responds to environmental stresses, and examining ways of increasing stress resistance through genetics. **More >>**

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387,732 people like this

241,778 people have been here
Bailey Carter and 37 other friends

Invite friends to like this Page

4.7 stars - 1,815 reviews
Jennifer Colombo Sesti reviewed this

ABOUT




East Lansing, Michigan


(517) 355-1855

<http://www.msu.edu/>


VIDEOS



933 likes, 18 comments



459 likes, 10 comments



473 likes, 13 comments

Post Photo / Video

Write something...

Post

Michigan State University
17 hrs · 🌐

Selected for their leadership, community involvement, academic excellence, and Spartan pride, MSU Homecoming Court ambassadors demonstrate how Spartans make an extraordinary impact on the world's stage. <http://go.msu.edu/bpB>



Like Comment Share

Jennifer Orlando and 1,459 others like this. Most Relevant

80 shares

Write a comment...

Nancy Gaston Awesome! 🎉
Like · Reply · 2 · 14 hrs

Marlene Blum Well done Sparty!
Like · Reply · 1 · 2 hrs

View 14 more comments



SETTING THE TABLE

How MSU research
secures our food future

SPARTANS WILL →

MSUVIEW

Tyler Oakley!

2011 alumnus Tyler Oakley is the 2017 Homecoming grand marshal!



MSUTODAY

Best colleges for your money? MSU cracks top 30

MSU part of international physics experiment

Rude customers linked to workers' shopping binges

EVENTS

JULY 28

Summer Coffee Hour
International Center,
Room 307
4 to 6 p.m.

MSUTALK > @SarahWiedersehn: If you are suffering from kidney stones then you may want take a ride on a roller coaster, acco...



OUR COMMITMENT

MSU is committed to fostering a culture of safety and respect. View a message from President Simon.



SUPPORT
MSU

DATA
BREACH
INFORMATION



THE MSU BRAND

BRAND BASICS | EDITORIAL | DESIGN ELEMENTS | LOGOS | STATIONERY SYSTEM | COMMUNICATIONS & BRAND STRATEGY



The Michigan State University brand is built upon the fundamental truth of our history and the strength of our identity. The way our brand is expressed—its look, feel, and tone—reflects what Michigan State University is and aspires to become.

ESSENCE

The essence of the Michigan State University brand is the core of our brand and the central premise of our brand story.

**INDIVIDUAL STRENGTH.
COLLECTIVE POWER.
EXTRAORDINARY IMPACT.**



POSITIONING

Our positioning statement clearly articulates who we are and the distinctive value we offer. It guides and shapes our communications.

**MSU'S TALENTED, PASSIONATE PEOPLE AND
OPEN, COLLABORATIVE CULTURE EMPOWER
OPPORTUNITY AND CREATE EXTRAORDINARY
IMPACT FOR A BETTER WORLD.**

COLOR PALETTE

PRIMARY COLORS

Michigan State University's colors are green and white. The official MSU green is represented by the Pantone Matching System ink color 567 (PMS 567).

- When matching the official MSU green, consider the medium. The same color formula can look different on the web than it does printed on paper or rendered in fabric. Sampling the color from the Brand Standards PDF is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.
- Each PMS ink color number translates into different formulas in different software. PMS 567 green translated into RGB or into a hex code (for web use) in Illustrator and in InDesign provides a different formula than if it is translated in Photoshop.

To ensure the consistency of the color, type in the exact formula as appropriate to each application:



PMS: 567
CMYK: C:82 M:0 Y:64 K:70
RGB: R=24 G=69 B=59
WEB: 1B453B

SECONDARY COLORS



C:100 M:0 Y:100 K:0
R:13 G:177 B:75
HEX #00B14B



C:43 M:30 Y:33 K:10
R:153 G:162 B:162
HEX #97A2A2



C:2 M:58 Y:100 K:0
R:240 G:133 B:33
HEX #F08521



C:85 M:0 Y:35 K:35
R:0 G:129 B:131
HEX #008183



C:38 M:28 Y:7 K:11
R:144 G:154 B:183
HEX #909AB7



C:67 M:62 Y:56 K:29
R:83 G:80 B:84
HEX #535054



C:22 M:0 Y:91 K:0
R:209 G:222 B:63
HEX #D1DE3F



C:0 M:5 Y:25 K:10
R:232 G:90 B:40
HEX #E8D9B5



C:0 M:27 Y:65 K:24
R:200 G:154 B:88
HEX #C89A58



C:47 M:35 Y:51 K:11
R:148 G:174 B:74
HEX #94AE4A



C:40 M:100 Y:0 K:40
R:110 G:0 B:95
HEX #6E005F



C:15 M:77 Y:100 K:4
R:203 G:90 B:40
HEX #CB5A28

THE INVISIBLE SCIENCE OF PACKAGING



How MSU's **top-ranked School of Packaging** is making life better and safer

When it comes to finding solutions for a better tomorrow, Michigan State University Spartans have been thinking outside the box—and designing better boxes—for more than half a century.

The first higher education institution in the world to offer a bachelor of science degree in packaging, MSU is home to the top-ranked School of Packaging, where graduates account for more

SMARTER. SAFER. MORE CONNECTED.



Spartans help map the future for autonomous and connected vehicles.

Michigan State University's culture of innovation and leading-edge automotive research puts faculty and students in the driver's seat as they design and build forward-thinking vehicles and technologies that are changing the mobility landscape.

With its strong and diverse expertise in disciplines related to autonomous and connected vehicles, MSU was one of just a handful of universities invited to participate in last year's World Mobility Leadership Forum, an international gathering devoted to promoting the development of autonomous, or self-driving, vehicles. And its efforts are gaining momentum.

Like you, we are driven.





Spartans Will.

Bacon ipsum dolor amet ribeye tri-tip tenderloin, shankle t-bone jowl pork is chop jerky prosciutto meatball turducken capim capicola leberkas tongue. A Chuck pig turducken capicola. Ribeye turducken tail beef ribs, tenderloin pork meatball flank sirloin t-bone shoulder beef. Tri-tip hamburger pork loin amet pancetta andouille flank porchetta leberkas ribeye pig. Tail beef ribs landjaeger sirloin, pancetta ham short ribs pork chop.



Spartans Will.

Bacon ipsum dolor amet ribeye tri-tip tenderloin, shankle t-bone jowl pork is chop prosciutto.



Spartans Will.

Bacon ipsum dolor amet ribeye tri-tip tenderloin, shankle t-bone jowl pork is chop prosciutto.



Spartans Will.

Bacon ipsum dolor amet ribeye tri-tip tenderloin, shankle t-bone jowl pork is chop prosciutto.



Spartans Will.

Bacon ipsum dolor amet ribeye tri-tip tenderloin, shankle t-bone jowl pork is chop prosciutto.

Navigation

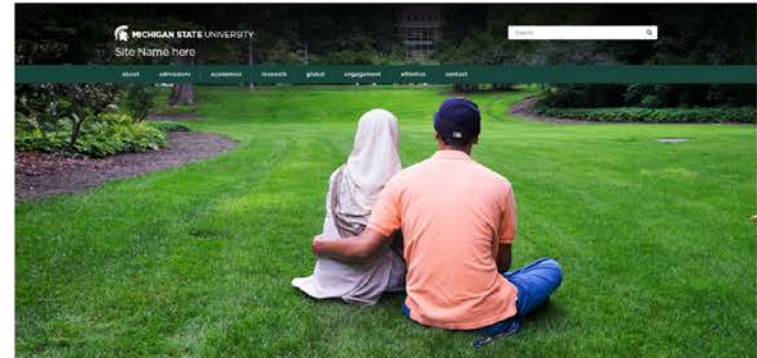
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A SUB TITLE CAN GO HERE

Bacon ipsum dolor amet pork loin swine spare ribs pancetta ham, tri-tip boudin cow meatball. Pork belly shank ham shankle hamburger rump, corned beef.

92%

GRADUATE ON TIME
(2018 STUDY)

17:1

STUDENT: FACULTY RATIO
(2018 STUDY)

200+

ACADEMIC PROGRAMS

FEATURED NEWS



Student Affairs
Scholarships
Enrich Opportunity
for Spartans
JUNE 14, 2018

FEATURED EVENTS



THE HOODLIN CENTER
Student Affairs
Scholarships Enrich
Opportunity for
Spartans



Spartans Will.

Bacon ipsum dolor amet ribeye tenderloin, shankle t-bone jowl pork is chop prosciutto.

button



Spartans Will.

Bacon ipsum dolor amet ribeye tenderloin, shankle t-bone jowl pork is chop prosciutto.

button



Spartans Will.

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COMMUNICATIONS TOOLKIT FOR ACADEMICS



Communicating Beyond Journals and Peers

As a scientist, scholar or researcher, you help solve the world's most pressing problems. Yours is the trusted voice of reason. But to truly impact others, your voice needs to be more broadly heard beyond your peers and journals.

MSU Provost June Youatt and [Stephen Hsu](#), vice president for research and graduate studies, are encouraging faculty to publicly communicate to help create a more engaged, informed society that will make better personal, policy and funding decisions.

They are supporting a collaborative initiative headed by Communications and Brand Strategy, MSU's central public relations and marketing office, to help you explain your work in language that is compelling and understandable to the public. This initiative includes an online toolkit, workshops and more.

Evidence shows that communicating publicly can reap the following benefits:

- Increases scholarly metrics
- Enhances stature and reputation among peers and students
- Counters public misperception on such issues as GMOs, vaccinations or climate change
- Helps maintain public support for research funding at the national and state level
- Helps attract private funding and helps satisfy public funding outreach requirements
- Creates collaborative opportunities
- Increases postdocs and grad student recruitment

- ▶ [Toolkit Home](#)
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COMMUNICATIONS TOOLKIT FOR ACADEMICS

BLOGS AND OP-EDS

Once you have crafted your messages it is now up to you to spread those messages. Unlike having your story published by a reporter, which may not always be as in-depth or accurate as you might expect, one of the best ways to control the conversation and tell your story is to write about it yourself. Two ways you can accomplish this are through a blog or op-ed.

Blogs

What are they?

A blog is published by an individual or a small group that consists of regular entries – or "posts" – displayed in reverse chronological order, similar to a diary or a journal. They are usually written in an informal tone and typically contain a comments section.

Blogs are an effective communications tool, and are one of the fastest growing ways in which many people learn about science and research. They are an instrument for education and outreach, and can be used to provide commentary on news and current events, or to recap lectures, research and fieldwork.

Why have a blog?

When used correctly, blogs can establish your online presence and can potentially amplify your voice in your field. At a minimum, they can also serve as an opportunity to refine your writing and communications skills.

The lines between traditional news media websites and personal blogs are becoming increasingly blurred. Many newspapers and individual reporters now have their own blogs, and news organizations will publish material written on personal blogs. A blog can be thought of as your own personal newspaper column. As the creator of the blog, you have complete control over the content you create and publish, and you serve as the editor. You write about what you want to, when you want to.

Blogs can be a valuable addition to your work and your professional presence, especially when housed on your [website](#) for visitors to view. A blog can help you address misinterpretations of your work and respond to bad press about your research or your field in general. Blog pieces can be submitted as op-eds and can be shared on other websites or via social media.

Challenges and downsides to blogs

The quality and success of a blog comes down to the effort and time you put into it. This means that a successful blog can also be time consuming. If you rarely update or add content to your blog, it will likely have few visitors and you may begin to question why you are doing it at all. But, as the creator and editor, your entries to a blog can be as easy and quick as you wish them to be.



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REACH Newsletter

Helping with your public communications outreach



Communicating Effectively Beyond Journals and Peers

- Enhance stature and reputation among peers and students
 - Increase scholarly metrics (e.g. citations) and scientific impact
- Attract private funding
 - Helps satisfy public funding outreach requirements
- Create collaborative opportunities
- Help recruit postdocs and grad students
- Counter public misperception on issues
 - Such as GMOs, vaccinations, and climate change
- Maintain public support for research funding

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There's still a way to go from editing single-cell embryos to a full-term 'designer baby.' ZEISS Microscopy

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Jessica Berg, Case Western Reserve University

The news may have come as a surprise, but it probably shouldn't have. A bioethics expert walks through how big a deal this announcement is – and what we should be considering now.

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THANK YOU!

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