GET PUBLISHED ON SEMI BLOG AND REACH NEW AUDIENCES

Want to reach influencers who are driving the electronics industry at a global level? Publish a blog post on the SEMI Blog to increase your visibility within the vibrant MEMS/sensors ecosystem.

You will also reach a worldwide audience of OEMs/integrators who see SEMI as a trusted source of information. Customers, partners, industry analysts, researchers, press and other key stakeholders comprise our readership.

Who Should Write a Blog Post?
We welcome content from established and emerging companies, researchers, industry analysts and more. Writing a post is more than just sharing your thoughts. It is about positioning yourself as a thought-leader whose finger is on the pulse of our industry’s hot topics.

Have a Great Idea but Don’t Exactly Love Writing? Don’t Worry!
We can recommend ghostwriters who can turn your ideas into compelling content.

Maximize Your Reach
Search Engine Optimization (SEO) is the best way to drive new readers to your posts and ensure wide readership and impact. Before starting, think about the key words that your target audience is likely to use in a search query, and include those key words throughout your post. Topic and title are also very important so make sure that they answer a question or provide information relevant to your audience’s search query.

Write Once, Appear Twice
SEMI-MSIG has relationships in place with leading industry publications, including Semiconductor Engineering, and Semiconductor Digest. Your blog post will appear in both SEMI Blog and in one of these publications — giving you two placements for one blog post.

How to Submit a Topic
You have two great options:
1) Review our **2019 SEMI Editorial Calendar for MSIG Members** below or follow the link to see what speaks to you. Secure your spot by sending a short abstract of two-three sentences to **SEMI-MSIG PR (maria@vetrano.com)**

- **Develop your own theme** on topics such as: process technologies; wafer-level bonding; lithography; advanced materials; IoT; wearables; 4G; integration; smart home; workforce development; automotive; biomedical/healthcare; mobile & wireless; industrial sensors. Then send a short abstract of two-three sentences to **SEMI-MSIG PR (maria@vetrano.com)**

We will review your abstract and get back to you with comments/questions. Send accepted submissions in Microsoft Word format (no PDFs, please).

**Make It Original**

All content contributed to SEMI Blog must be original and cannot have appeared previously in another online outlet unless written permission for republishing has been granted. If this is the case, prospective contributors must forward a copy of this documentation to us. It also means that your post will not run in any of the other online publications with which we have co-publishing agreements.

**Length & Tone**

Blog posts should be 300-800 words in length. They must be topical in nature — rather than product-focused. They should interest suppliers and/or OEM end-users/embedded systems integrators.

**Calls to Action**

Keep the conversation alive by including a call to action in your post. These can appear at the end of the post or as a call-out box. For example, posts about MEMS topics might include an offer to download a recent presentation on the topic, an invitation to join a MEMS email list, or a link to register for an upcoming event.

**Photos & Videos**

We highly recommend including photos and videos. Application or technology photos should be transmitted separately as a 72-150 dpi jpeg or png file. Video clips should be in a web-friendly format.
WRITING TIPS

While there is no perfect structure for a blog post, below are a few best practices that consistently win out.

Things to keep in mind:

- Pick a topic that will “grab” your audience.
- Keep the headline clear, concise and self-explanatory
- Make your first few sentences as compelling as possible. It’s the hook that will get people to start reading.
- Keep paragraphs short. Two to five sentences per paragraph is a good upper limit.
- Write with a combination of short, medium and long sentences.
- Break up text. Use heading tags, bulleted lists, numbered lists, bolded text, and italicized to make it easier for readers to scan your words.
- Add images and videos to make the content more digestible.
- Consider adding industry research/data and expert quotes to establish objectivity.

Once you have identified the big idea — the unique angle of your post – create an outline to ensure a cohesive and logical flow.

### Brain dump

Write down all the things you want your readers to get out of the post. These are key takeaways.

### Sort

Group these thoughts and ideas into overarching sections. Bucketing of ideas will help to create larger themes for your blog post. Try to stick with 3-4 larger sections.

### Fill in the gaps

Add anything that you may have missed in the first brainstorm session. Beef up sections that appear to be lean.

### Tighten it up

Keep only the most relevant information, reorganize your bullets and sections if needed and delete anything that doesn’t add value. Plug in supporting links, data, images, snippets that you might want to mention in your blog.

### Start writing!

Write your draft with this outline in mind. End with a clear call to action and restate your big idea. Encourage comments by asking a question or requesting feedback.
Set your goals and target your word counts.

300-word posts:
- Short, sweet and to the point
- Writer can give a very high-level look at a large concept or a quick overview of a specific one
- Can adequately cover only 1-2 secondary points

600-word posts:
- Writer can go into greater detail about a topic
- More room for discussion and creativity

800-1000-word posts:
- Writer has deep understanding of the topic and often goes into much greater depth
- Contains a great deal more information about a general subject or very detailed information about a specific subject

For Submissions or questions, email SEMI-MSIG PR: maria@vetrano.com

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