



Tuck360 MBA Student Blog

Purpose: The Tuck360 MBA blog is one of the most valuable web resources available for prospective applicants. An authentic glimpse into the true Tuck experience, Tuck360 reveals what an average day/fall/year looks like as a Tuck student and provides valuable admissions information and tips in real time. By sharing your ideas and perspectives with the Tuck community and external audiences, you are helping us reach prospective students, elevating the Tuck brand, and advancing dialogue on-campus and beyond.

Process and Guidelines:

- 1) Anyone can write a blog.
- 2) Blogs should be approximately 400 words.
- 3) Include photos with your blog submission. Please do not embed photos into a document. We prefer you email them as individual JPEGs.
- 4) Please submit a brief one- to two-sentence bio along with a portrait or headshot. If you'd like to be credited with your first name, last name initial, and Tuck year only, let us know. Otherwise, we will use your full name and Tuck year.
- 5) Submit blogs to [Justine Kohr](#) as a Word doc. Justine will work with you to proof, finalize, and publish your blog.
- 6) If the blog relates to an event or experience (e.g. visiting speaker, conference, course discussion), submit within 1 week of event or experience
- 7) Your blog post will appear on the Tuck home page and will also be shared publicly on Tuck's widely-followed social media platforms. We also encourage you to share with your peers!

Advice:

- 1) Consider your audience: The majority of Tuck 360 blog readers are prospective students. The blogs also reach engaged peers, alumni, executives, and partner organizations who might be looking to Tuck for opportunities, collaborations, and insight.
- 2) Be personal and authentic: Write in your own voice. Focus on what inspires and interests you. Draw in your warmth, humor, and personality.
- 3) Tell a story: Stories stick. Experiences, examples, and vivid details engage the reader.
- 4) Offer insight: Don't simply describe something interesting. Express a point of view, raise questions, create tension.
- 5) Engage others: Talk through your ideas with staff and fellows, your classmates, professors, and others. If you're stuck, ask for help.
- 6) Please: no inappropriate language. Be professional. If you wouldn't want your future boss or Dean Slaughter to read your blog, then you may want to rethink your approach.

Topics to consider:

- 1) What's an average day like as a Tuck student? Year?
- 2) The core curriculum; an impactful course
- 3) Access to faculty
- 4) Hanover and the Upper Valley
- 5) Career opportunities, resources, and the alumni network
- 6) Global opportunities
- 7) Partners and families
- 8) Clubs and activities & more

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