Let’s be honest.
Copywriting is hard. Here are six steps to follow to keep it real and strengthen our brand:

1. Ask yourself...
Is the message best told through a voice (person), an experience, or an opportunity? (No? Then we probably shouldn’t be sharing this story anyway.)

2. Social Only!
Does it fit within the platform’s mission?

3. Content Mix?
Select your content mix category:
Academics
Research
Alumni
Athletics
Campus Life
Diversity/Women
Honors/Rankings/Placement
K–12 Outreach
Weather
Copper Country/Keweenaw
Humor/Fun

4. Pick your angle.
Face, fun, or fact (just one!)

5. Now, brand your copy.
Make it real...
1. Lead with the outcome in mind—every piece/post needs a result.
2. Dig deeper to be incredibly specific; avoid saying: “We do hands-on research.” Tell me exactly what kind of research and who does it. First-year student Jill Poliskey 3D prints prosthetic hands for children in Nicaragua.
3. Use active voice (Blizzard skates vs. Blizzard has skated).
4. Do you really need those adverbs and prepositions?
5. Lead with specific, could-only-happen-at-Tech statement. Cute and clever later. 428 engineering students test concrete canoes in Lake Superior. Crazy smart!
7. Say no to features and benefits. Repeat: no F&Bs.
8. Remember, it’s not how you the writer would say it, it’s how the brand says it.

6. Call for back-up!
Whew. Almost done! Ask your filter or editor to check your work prior to posting (in social media) and—for other external-facing mediums—ask the brand manager to review for tone and messaging before the project is complete (75-percent or so).