# A Guide to Blogging

## Why Blog?



### **BROADEN** YOUR **AUDIENCE**

Inspire and engage new readers from around the world

#### What to write about





What makes the journal stand out from the rest?



Include:

**Innovative** developments New **initiatives Newsworthy** stories



Why is this research area important to the wider community?



Don't just add the journal scope



What inspired the work?

**AUTHORS** TO WRITE **ABOUT** THEIR **ARTICLE** 

**ASK** 



Why is this research so **important**? What's **new and exciting** in this field of research?



What are the **key takeaways** from this research?



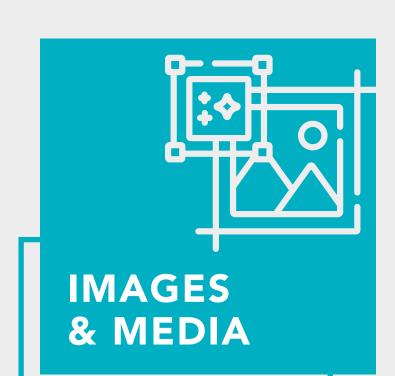
How is the research **relevant** to those outside of your field?



**Don't** rewrite the abstract

## ance your post

**MAKE YOUR BLOG MORE DISCOVERABLE AND ENGAGING** 



Audio and video files, embedded or linked to from open sites (e.g. YouTube)



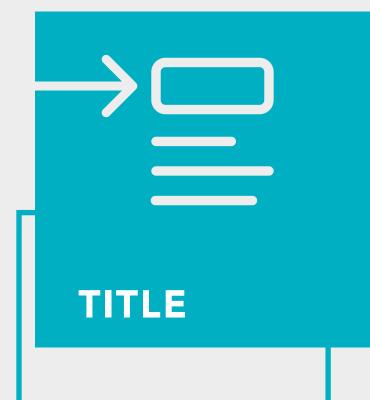
**DETAILS** 

Include the authors of the blog post



**GUIDE** 

Blog posts should be between 300 - 500 words



Choose a catchy title to grab attention

#### Promote!

**SHARE WITH YOUR NETWORKS** 

