

A Guide to Blogging

Why Blog?

INCREASE IMPACT & DISCOVERABILITY OF YOUR JOURNAL

RAISE YOUR PROFILE
Advance your journal's reputation and collaborate

BROADEN YOUR AUDIENCE
Inspire and engage new readers from around the world

What to write about

AS AN EDITOR

- 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

ASK AUTHORS TO WRITE ABOUT THEIR ARTICLE

- What **inspired** the work?
- 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

Enhance your post

MAKE YOUR BLOG MORE DISCOVERABLE AND ENGAGING

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

AUTHOR DETAILS
Include the authors of the blog post

WORD GUIDE
Blog posts should be between 300 - 500 words

TITLE
Choose a catchy title to grab attention

Promote!

SHARE WITH YOUR NETWORKS

