

4 STEPS TO BLOGGING

1

WHY BLOG?



INCREASE THE IMPACT OF YOUR ARTICLE:

Crosslinking with your article can improve search engine rankings



RAISE YOUR PROFILE:

Advance your reputation and find opportunities to collaborate



BROADEN YOUR AUDIENCE:

Inspire and engage new readers from around the world

2

THINGS TO CONSIDER



What inspired this work?

What could the research lead to/what should you or other researchers look into next and why?

What do you hope will be the lasting impact of this research?

Can you share any interesting anecdotes from the research?



3

HOW?



IMAGES & MEDIA:

Media including audio and video files can be embedded within blog posts, or linked out to as long as they are on an open site (e.g, YouTube)



AUTHOR DETAILS:

Include the authors of the blog post



WORD GUIDE:

Blog posts should be between

300 - 500 words



TITLE:

Include a catchy title which will grab attention (using non-technical language)



4

PROMOTE



SHARE WITH YOUR NETWORKS

