

## Guidelines for writing for Birkbeck Research blog and Birkbeck Comments blog

The Birkbeck Research and Birkbeck Comments blogs have been developed in order to raise the profile of Birkbeck academics and the research taking place across Birkbeck to an external audience. Blog posts are publicised via the website, newsletters to staff, students and alumni and via social media channels.

### Why blog?

There are many benefits to blogging:

- It raises the profile of the blogger and of their research
- It can reach audiences who would not access Birkbeck research through journals etc
- It provides a means of immediate dissemination of research
- It is searchable on the open web
- Journalists (and employers) can see more than just a CV
- It is a good way of linking to academic papers and increasing their visibility

### What to blog about:

Good topics to cover on the blogs include:

- Research updates (multiple blog posts on a research project can be linked by tags and updated to cross reference each other so that they can be viewed together)
- Commentary on current events or on “World X Days”
- Reports from conferences or seminars
- Thematic posts with other bloggers/response to other bloggers

### How to write a blog:

People read online material in a very different way to how they read print materials. Using the following guidelines will help your article to catch the attention of web-browsers and keep them reading through to the end.

- Word count should be 400-750 words
- Break the piece up with subheadings (that are meaningful, rather than puns – as people scan webpages and pick out keywords that are of interest)
- Feel free to provide accompanying images or charts that will make the piece visually appealing or support explanations
- Make sure that you avoid jargon and the piece is accessible
- Include links to relevant webpages/documents
- Make use of indents and bullet points to make posts more readable
- Use bold for **key phrases** to help them stand out
- Use informational graphics like charts to visualize what you’re writing
- Share your opinion. Blogs are spaces for debate and conversation.

- If the post generates comments, respond to them in a timely manner. The idea of the blogs is to showcase Birkbeck research and encourage public debate

And once your blog is live please help to disseminate it: add it to your staff profile page, ask your department web/social media lead to tweet and publicise it, email it to your contacts and use your own social media to promote it.

If you would like to submit a post for the blogs or have any queries, contact Bryony Merritt in External Relations, [b.merritt@bbk.ac.uk](mailto:b.merritt@bbk.ac.uk)/ 020 7380 3133.