

SCHOOL OF EDUCATION BLOG



How to write a blog post

Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2: Craft a headline that is both informative and will capture readers' attentions. Shorter snappier headlines work best.

Step 3: Write your post, remembering you are writing for readers to view online, so please try to make short sentences and paragraphs not too wordy. The tone is important; remember your audience may not be experts on your topic, so please write accordingly. If you are using acronyms, please explain what they are. Please add external links if necessary, and helpful.

Step 4: Use images to enhance your post, improve its flow, and explain complex topics. (this is not essential)

Step 5: Edit your blog post. Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your writing last minute.

Step 6. Please provide a photo of yourself for the blog (it will be added as a thumbnail). It's not essential, but it's nice for readers to engage with the author.

Blog post length

Please can blog posts ideally be between **600-1,000 words, with a maximum of 1,500 words**. If your blog is longer than this, it will be described as a long read.

Images

If you have an image to accompany your blog, that's great, but please ensure there are no copyrights, and that images supplied have permission for our use. If images need to be credited, please advise the source so this can be done.

If you don't have an image, please just suggest your image preference / idea, and this can be sourced for you.

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Social Media

We share the blog on our social media platforms. If you have any specific individuals or organisations you think would be beneficial to tag, please share when submitting your blog.

Please submit any blog posts in a word doc if possible, or if it's published elsewhere the web page link, to the School of Education Marketing and Comms Team: soe-comms-marketing@bristol.ac.uk . Your blog will be added to the blog schedule and we will share the link with you once published.