



INTRODUCTION  
TO  
**BLOGGING**

**PAMELA  
AGAR** PROJECTS

[www.pamelaagar.com](http://www.pamelaagar.com)

# WELCOME AND INTRODUCTIONS

## Head of Digital and Creative Media Imperial College London

2 x institutional website redesigns  
Revamped news channel  
Student blogging  
Web, social, video, brand, editorial strategy

## Managing Director Pickle Jar Communications

Students' Union UCL  
St George's, University of London  
University of Stirling  
University of York  
SOAS

## Digital Project Manager The Francis Crick Institute

Digital transformation project

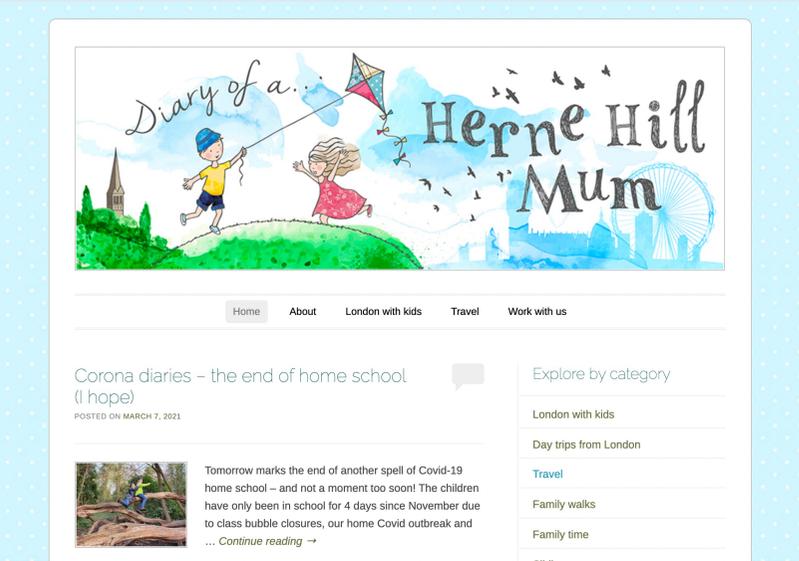


## Director, Pamela Agar Projects Ltd

St George's, University of London  
St Paul's Cathedral  
University of Aberdeen  
Guildhall School of Music & Drama

[WWW.PAMELAGAR.COM](http://WWW.PAMELAGAR.COM)

# MY BLOGGING EXPERIENCE



November 3, 2020

## Tips for running online training and workshops

Tips and techniques

What I learned from running my first online training workshops, from session planning to dealing with silence.

[Read More →](#)



How to create a web redesign project for your school, college or university that places audience needs and a content-first approach at its heart.

[READ MORE →](#)

# OUR AGENDA

**About blogging** 01  
Definitions, characteristics and benefits

---

**Content planning** 02  
What is your blog actually for?

---

**Platform practicalities** 03  
What are your options?

---

**Extending your reach** 04  
How to get readers

---

**Coping with challenges** 05  
Pitfalls and how to handle them

---

# HOW WE'LL RUN TODAY'S SESSION



## **PRESENTATION AND DISCUSSION**

A balance of both



## **SHARING SLIDES**

Slides, worksheets and resources shared online



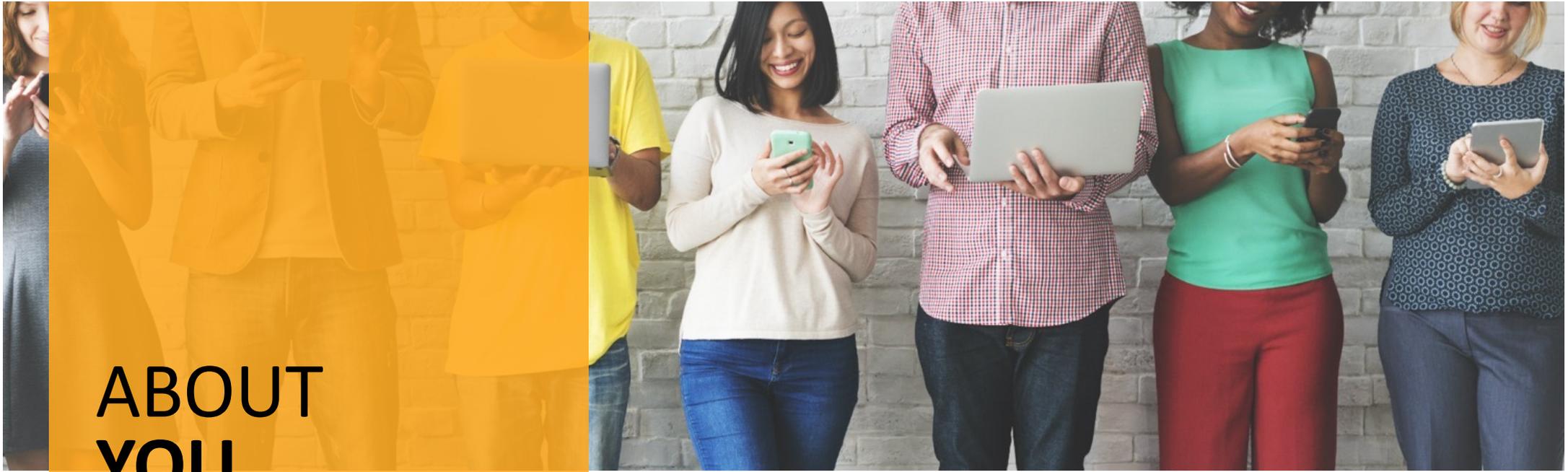
## **ASK QUESTIONS**

Raise your hand or ask in Chat



## **MOVEMENT BREAK**

We'll take a break half-way through



# ABOUT YOU

Quick poll





What were you hoping to achieve today?

# 01 ABOUT BLOGGING

Definitions, characteristics and  
benefits.



## WHAT IS A **BLOG?**

A blog (a truncation of "weblog") is a discussion or informational website published on the web consisting of discrete, often informal diary-style text entries (posts).

Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

- wikipedia

# DIFFERENCES BETWEEN BLOGS AND WEBSITES

## BLOG

- ✓ Regularly updated
- ✓ Interactive, community building
- ✓ Commentary and insight
- ✓ More informal
- ✓ Easy to publish new content
- ✓ Easy to do at low cost

## WEBSITE

- ✓ Static
- ✓ One-way
- ✓ Transactional information or news
- ✓ Often formal and official
- ✓ Dedicated CMS usually needed
- ✓ Quality = cost



Any blogs you regularly read?

What makes them successful?

# WHAT ARE YOUR **OPTIONS?**



Single-author blogging



Multi-author blogging



Micro-blogging



Vlogging

# SINGLE-AUTHOR BLOGGING

- ✓ Complete editorial control
- ✓ Author defines tone and topic
- ✓ Can develop over time
- ✓ Build personal brand
- ✗ Personal load for regular posting
- ✗ Promotion can be challenging
- ✗ Can become too inward-looking





## 'Encountering The Book of Margery Kempe', forthcoming November 2021!

Posted on [March 28, 2021](#) by [lauravarnam](#)

My partner-in-crime Dr Laura Kalas and I are delighted to announce that our exciting new collection of essays on *The Book of Margery Kempe* will be published by Manchester University Press in November this year!

You can find the book on the Manchester University Press website at [this link](#).

This is the blurb:

*This innovative critical volume brings the study of Margery Kempe into the twenty-first century. Structured around four categories of 'encounter' – textual, internal, external and performative – the volume offers a capacious exploration of The Book of Margery Kempe, characterised by multiple complementary and dissonant approaches. It employs a multiplicity of scholarly and critical lenses, including the intertextual history of*

### Recent Posts

- ['Encountering The Book of Margery Kempe', forthcoming November 2021!](#)
- [History Today: My review of Maria Dahvana Headley's Beowulf translation](#)
- [Moving Holy Women in the Middle Ages: GMS2021 Roundtable](#)
- [Backlisted Podcast: Beowulf episode](#)
- [Review of the Netflix Rebecca for The Conversation](#)

### Archives

- [March 2021](#)
- [January 2021](#)
- [October 2020](#)
- [September 2020](#)
- [June 2020](#)

## Reciprocal Space



[Home](#) [About Stephen](#) [I'm a Scientist – the film](#)

### To be or not to be exceptional?

Posted on [May 23, 2021](#) by [Stephen](#)

I can't remember how I came across this video from philosopher Alain de Botton, but I feel seen.

#### Recent Posts

- [To be or not to be exceptional?](#)
- [Books of 2020](#)
- [Photographs of 2020](#)
- [No, DeepMind has not solved protein folding](#)
- [Nature's new open access option – a few first thoughts](#)
- [Teaching online: how to use an iPad as a whiteboard](#)

#### Recent Comments

- [Richard Wintle](#) on [Books of 2020](#)
- [Richard Wintle](#) on [Books of 2020](#)
- [Stephen](#) on [Books of 2020](#)
- [Henry Gee](#) on [Books of 2020](#)
- [DeepMind's latest protein-solving AI AlphaFold a step closer to cracking biology's 50-year conundrum |](#) on [No, DeepMind has not solved protein folding](#)

# THE CHEMISTRY OF A PHD

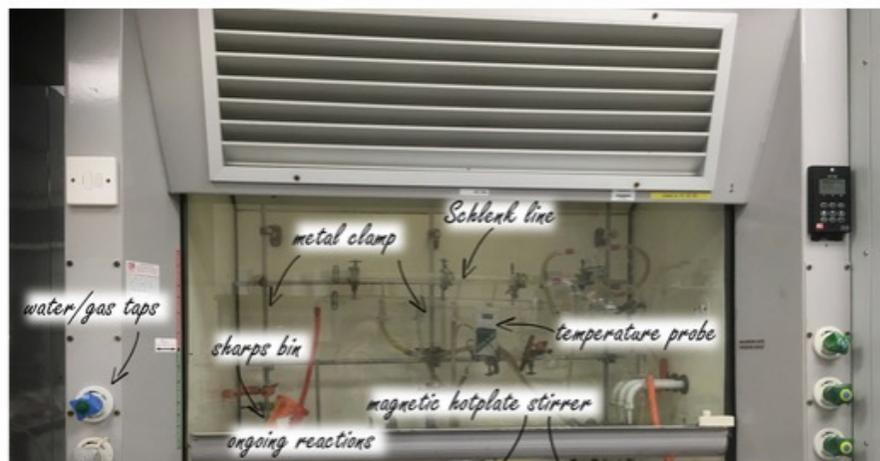
Ramblings of a Drug Discovery PhD student who should really be in the lab or writing her thesis.

<https://thechemistryofaphd.com/>

MAY 2, 2019 BY FIONA

## What's In My Fume Hood?

This is the 2nd post in a series of showing how I work. Today I'll show you around my fume hood. A fume hood is a ventilated cabinet with a retractable hood where I carry out most of my chemistry to reduce my exposure to chemical fumes.



Search ...



### ABOUT ME

Hi there! Thank you for visiting my blog. My name is Fiona Scott.

In 2020, during Covid-19 lockdown, I finished a PhD degree I had carried out at University of Sussex, UK. My project involved making drug-like molecules for targeting a process we don't fully understand yet.

I enjoyed sharing the highs and lows of PhD life on this blog and my instagram account. You can now follow my writing adventures at [fionascottwrites.com](http://fionascottwrites.com).

# The Poetry of Science

"this is sixth form poetry, not Keats or Yeats"

POETRY

PODCAST

ABOUT

CONTACT



## Toxic Seaweed

May 28, 2021

Rafts of golden brown drift across the sea,  
leafy suburbs providing food, refuge, life,  
for the flotsam of fish that bathe between  
your branches. Filefish,

## Follow The Poetry of Science

Get a new science poem, every Friday.

Subscribe!



Aggregated by

# Zombie Fires

October 2, 2020 by Sam Illingworth

Buried beneath the snow line,  
these smouldering corpses  
begin to glow.  
Forgotten fires,  
whose reanimated embers  
burn brightly  
across the tundra;  
frozen bodies recoiling  
at the heat  
of their undying embrace.

Thawed to life by  
distant warming  
these undead hordes now  
straddle horizons;  
crimson fingers  
flickering over  
blue-veined memories,  
as they dance  
impossibly beyond  
the water's edge.

Nervously  
we shift our gaze  
towards a restless earth,  
as unwanted resurrections  
blaze across the landscape

<https://thepoetryofscience.scienceblog.com/>



A Siberian wildfire within the Arctic Circle in the Sakha Republic, south of Chersky, next to the Kolyma River, Russia. Taken on the 26th May 2020 (Image Credit: Pierre Markuse).

This poem is inspired by [new research](#), which has found that the ways in which Arctic wildfires burn are potentially changing, with strong consequences for the global climate.

The 2020 Arctic wildfire season began two months early and was unprecedented in scope; in addition to the increase in severity and occurrence, two new features for the way in which these fires burn have also been identified. The first is what is known as holdover, or zombie, fires. These fires occur when fire from a previous growing season smoulders in carbon-rich peat underground over the winter, re-igniting on the surface several months (or even years) later, when the weather begins to warm. The second feature that has been observed is the occurrence of fire in what were previously thought to be fire-resistant landscapes. As the Arctic tundra becomes hotter and drier due to global warming, vegetation types such as sedges, grass, and moss, that are not typically thought of as fuels, start to catch fire. Even wet landscapes like bogs, fens, and marshes are also becoming vulnerable to burning in the changing climate.

# MULTI-AUTHOR BLOGGING

- ✓ Posting load shared
- ✓ Dissemination and reach extended
- ✓ Can survive longer

- ✗ Harder to build personal reputation
- ✗ Can lose 'voice' and consistency
- ✗ Can become one-sided



# BLOG

Welcome to our blog where we will feature articles written by our staff, students and supervisors. Our current student editors of the SCDTP blog are: Sorina Toltica (University of Portsmouth) and Ben Brindle (University of Brighton).

Filters:  All  Blog Category  Latest



*Blog post*

## FINDING YOUR OWN INTERNSHIP OPPORTUNITY

Alex Lee is a PhD Researcher at the School of Applied Social...

*Date:* 07/05/2021

*Tags:* [conservation](#), [ecosystems](#)



*Blog post*

## 12 TIPS TO GET THE BEST OUT OF YOUR DATA COLLECTION

Sophie Wilkinson is a PhD researcher within the department of Criminology at...

*Date:* 22/03/2021

*Tags:* [interviews](#), [Methods](#)



**UN MIGRATION** Understanding the migration & mobility implications of COVID-19

These COVID-19 Analytical Snapshots are designed to capture the latest information and analysis in a fast-moving environment. Topics will be repeated from time to time as analysis develops. If you have an idea to include, please email us at [enews@iomm.net](#)

**The role of big data in understanding COVID-19**

This is, in essence, a big data problem. We're trying to track the spread of a disease around the world. [Read more](#) Researcher Parvachin Institute

Understanding how COVID-19 spreads is crucial to stopping the virus. [Read more](#) is an open-sourced project which uses big data to

*Blog post*

## WORKING FOR A MIGRATION NGO DURING A YEAR OF IMMOBILITY

Ben Brindle is an SCDTP-funded student in Economics. His PhD explores whether...

*Date:* 19/03/2021

*Tags:* [Economics](#), [IOM](#)



Home

About these blogs

Groups

Themes

( Archaeology website )

( Current students – internal blog )



### Finn Cresswell: MA Student placement at Salisbury

I am an Integrated Masters student at the University of Southampton, specialising in the role of social media and public engagement in shaping contemporary archaeology. Having a background in drama and screen media from the age of 12, and maintaining a constant interest in archaeology and heritage throughout my life, I am passionate about telling the story of archaeology from initial survey through to post-excavation.

[Continue reading →](#)

Admtm  
March 31, 2018



### Earliest cave paintings were made by Neanderthals, Southampton scientists discover

Scientists have found the first major evidence that Neanderthals made cave paintings, indicating they may have had an artistic sense similar to our own. A new study led by the University of Southampton and the Max Planck Institute for Evolutionary



### Our Avebury Excavation features on BBC Digging for Britain

Tonight our summer excavation at the foot of Avebury Down features on the BBC's Digging for Britain (Wed 22nd Nov, 9pm BBC4). The Excavation is part of the Living with Monuments

### Tags

- 2014 Excavation
- Archaeology
- Archaeology of Archaeology
- Archeology
- Basing House
- Blog
- building survey
- Civil War
- Developing the MOOC
- education
- Emotion
- Events
- Excavation Plans
- finds
- Games
- Geophysics
- GPR
- gps
- Interpretation
- Learning
- Magnetometry
- Meet the Team
- Mobile applications
- museums
- News
- photogrammetry
- photography
- Portus



UNIVERSITY OF  
PORTSMOUTH

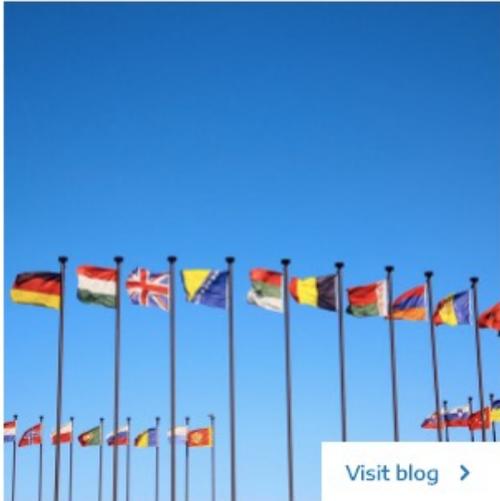
NEWS & EVENTS ► BLOGS

# BLOGS

Read all of the latest blogs by our academics, experts and alumni. Get an inside look into what's happening at the University.

You can [browse all of our blog posts](#) or choose from one of our specialist blogs below if you have a specific interest.

Democratic citizenship



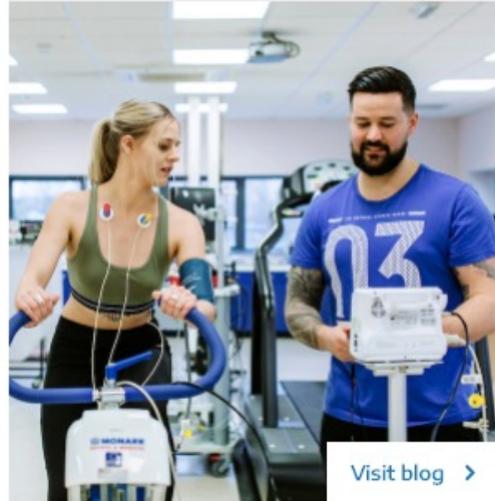
[Visit blog >](#)

Future and emerging technologies



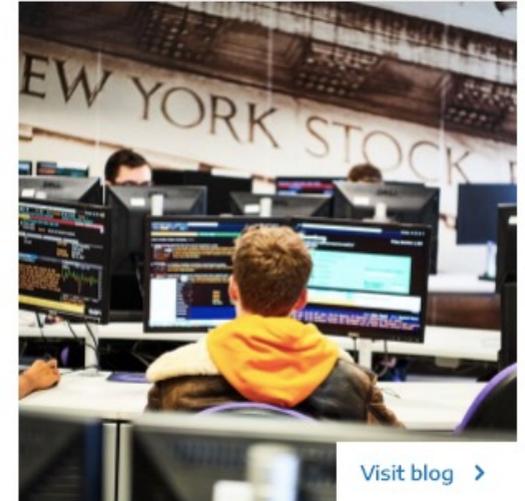
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Sustainability and the environment

Popular culture



Research and innovation services



Human experience





<https://medium.com/bits-and-behavior>

# Bits and Behavior

Musings from the Code & Cognition lab at the University of Washington Information School.

ALL POSTS COMPUTING EDUCATION HCI SOFTWARE ENGINEERING DESIGN ACADEMIA ABOUT FACULTY [Follow](#)



## Processing the untold histories McIlwain's "Black Software: The Internet & Racial..."

A recommendation



Amy J. Ko

Sep 26 · 5 min read

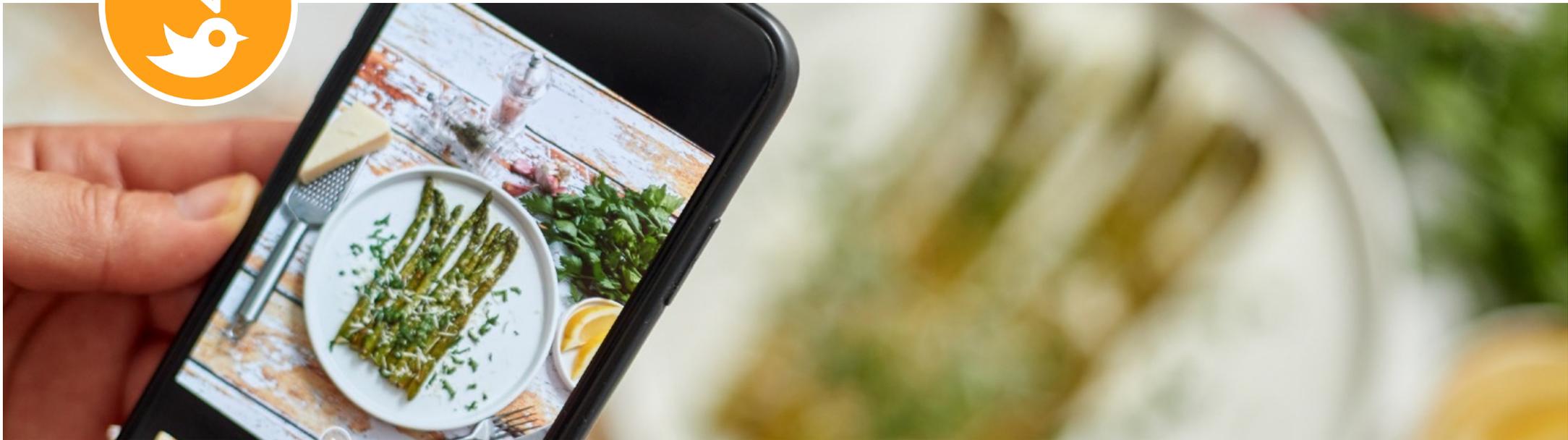


**AUTOMATING**

# MICRO BLOGGING

- ✓ Less time consuming
- ✓ Very direct
- ✓ On channels where audiences are

- X Less opportunity to expand ideas
- X Greater regularity needed

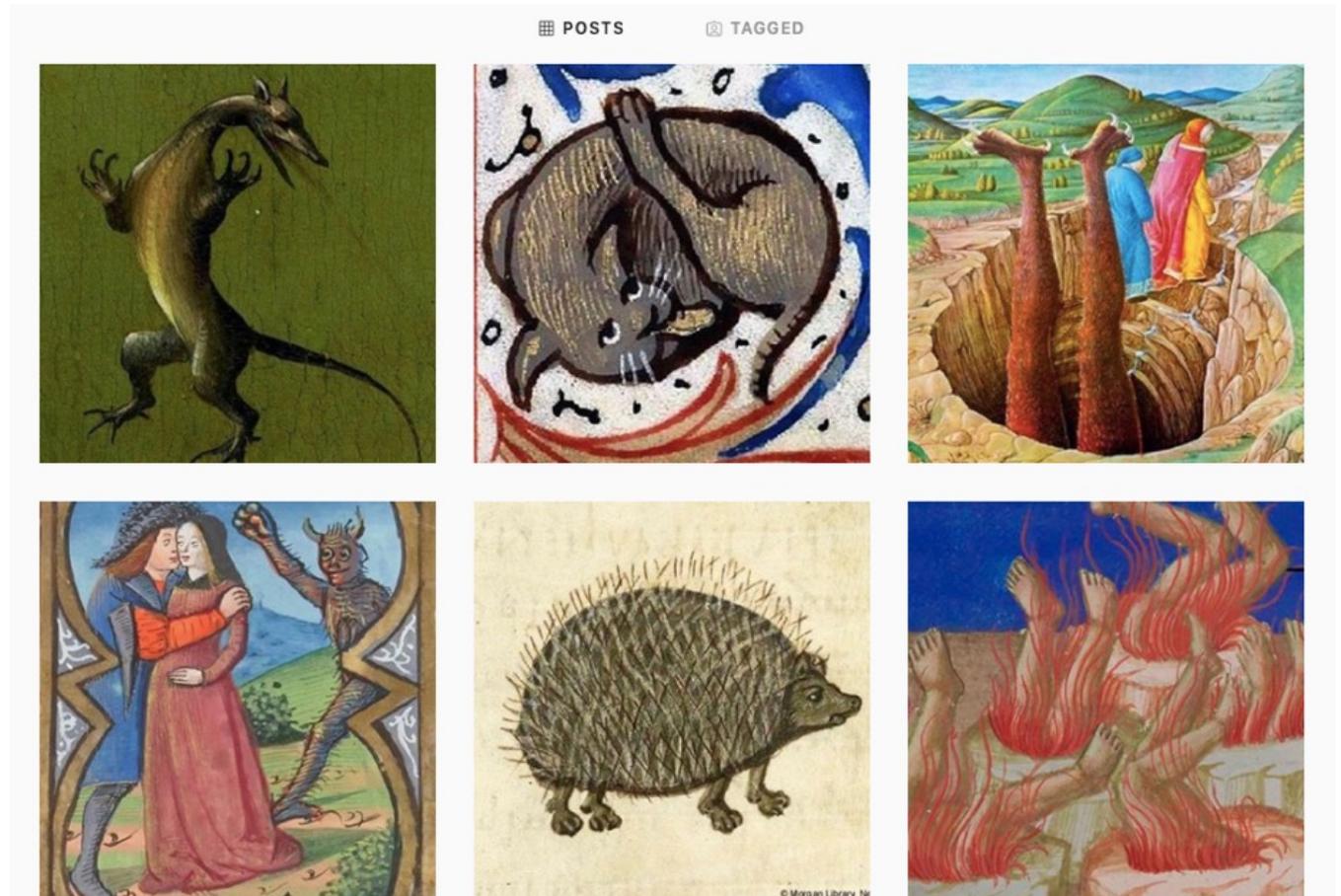


# MICROBLOGGING INSTAGRAM

[https://www.instagram.com/damien\\_kempf/](https://www.instagram.com/damien_kempf/)

Senior Lecturer in Medieval  
History, University of  
Liverpool

107,000 followers



<http://www.picklejarcommunications.com/2020/02/19/how-academics-can-make-an-impact-on-instagram/>

# MICROBLOGGING INSTAGRAM

“The majority of my exchanges on social media are with non-academics, which I find particularly rewarding given that my aim in posting medieval images on Twitter and Instagram is precisely to reach out to people who are not specialists and would not otherwise encounter these images.”



 **damien\_kempf** • Follow ...

 **damien\_kempf** Photobombing [BnF, Français 166, 15th c.]

18w



 **mono\_chrome\_lens** High five bro! 

18w Reply

 **brunozilla** When your homey is acting a fool while you're trying to get some 

18w Reply

 **anapriscilapoiesis** @jonaspask 



4,425 likes

MAY 24

Add a comment...

Post

# MICROBLOGGING INSTAGRAM

<https://www.instagram.com/thexraydoctor>

University Hospitals of  
Leicester NHS Trust  
59,800 followers

“My learners come from a  
variety of professional  
backgrounds and  
countries, often with poor  
access to formal  
education”



<http://www.picklejarcommunications.com/2020/02/19/how-academics-can-make-an-impact-on-instagram/>

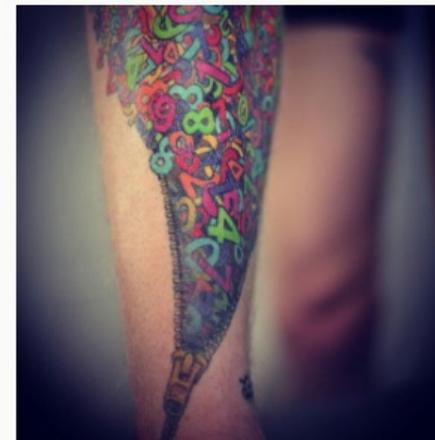
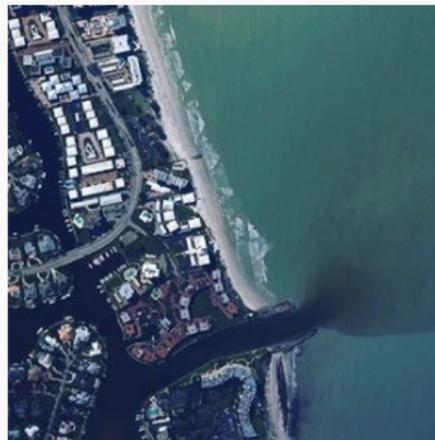
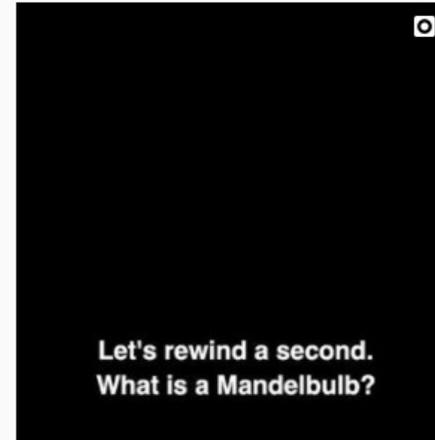
# MICROBLOGGING INSTAGRAM

<https://www.instagram.com/tomrocksmaths/>

University of Oxford  
mathematician

3,000 followers

- Challenging stereotypes
- Championing others



<http://www.picklejarcommunications.com/2020/02/19/how-academics-can-make-an-impact-on-instagram/>

# VLOGGING

- ✓ Build personal brand
- ✓ Less time consuming than writing?
- ✓ YouTube – second biggest search engine
- ✗ Time consuming
- ✗ Need to consider equipment
- ✗ Heavier technical load



PhD & Productivity  
NEW PLANNING VIDEOS EVERY WEEK!

<https://www.youtube.com/c/PhDandProductivity/>



PhD and Productivity

5.3K subscribers

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PhD Student Tips for Preparing a Scientific Conference Presen...

1,425 views • 3 months ago

My top tips after presenting at a scientific conference talk

This month I presented a long paper at the International Conference of Case-Based Reasoning. I also took part in the Doctoral Consortium event which meant presenting my research to a panel of experts and PhD students. Both of these involved a 20 minute presentation with a 10 minute Q&A. I also had to do

READ MORE

Uploads ▶ PLAY ALL



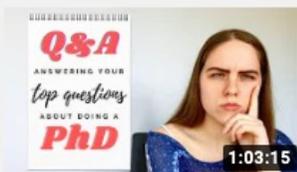
October 2020 Plan with Me |  
4 Week Plan | PhD and...

278 views • 18 hours ago



12 Week Goal Setting and  
Planning | 12 Week Year |...

497 views • 2 days ago



PhD Student Advice: Starting  
2nd Year | Livestream Q&A...

340 views •  
Streamed 3 days ago



Pros and Cons of Doing a  
PhD in Lockdown / Online...

551 views • 1 week ago



How to Make Scientific  
Posters using Canva |...

479 views • 2 weeks ago



PhD Student Vlog Working  
from Home - Productive Da...

1.6K views • 1 month ago

<https://www.youtube.com/c/ThePhDiaries/>



**Lucy Kissick - The PhDiaries**  
20.7K subscribers

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### Making a Martian Lake

11,950 views · 2 years ago

Previous video: [https://youtu.be/3Gpoh\\_l8l\\_c](https://youtu.be/3Gpoh_l8l_c)

PhD update: There's a robot the size of a Mini Cooper on Mars right now, and it's time-travelling through a dried-up lakebed that's 3.7 billion years old. I'm not in the right time or place to see that lake for myself, so I've brought it to me: by making it in my lab at the University of Oxford's Department of Earth

[READ MORE](#)

### Popular uploads [▶ PLAY ALL](#)



**5 Essential Apps for Every PhD Student**

327K views · 2 years ago



**How To Write An Academic CV**

41K views · 2 years ago



**When Motivation Runs Out | PhD student**

26K views · 1 year ago



**Tips for Conference Presenting!**

26K views · 1 year ago



**5 Mistakes (so far) in my PhD**

23K views · 2 years ago



**Day in the Life of an Oxford Earth Sciences PhD Student**

16K views · 1 year ago



## What is this Thing?!

10 videos • 8,575 views • Last updated on 25 Oct 2018



Alex Dainis

SUBSCRIBE



1 Pipette | What is this thing?!  
Alex Dainis



2 Ethanol Lamp | What is this thing?!  
Alex Dainis



3 Hemocytometer | What is this thing?!  
Alex Dainis



4 Green Fluorescent Protein | What is this Thing?!  
Alex Dainis



5 Vortex Mixer | What is this thing?!  
Alex Dainis



6 Scientific Poster | What is this thing?!  
Alex Dainis

CRISPR!

CRISPR and #ScienceGoals!

<https://www.youtube.com/c/bitescized/>

# Dr. Alex Dainis Bite Sci-zed

Science Videos  
from a Genetics  
PhD

Twitter





What do you hope to achieve through blogging?

**BENEFITS  
OF  
BLOGGING**

Develop your  
writing practice

Think out loud  
and hone your  
ideas

Curate your  
professional  
identity

Connect with  
your peers

Engage with the  
public

Increase exposure  
and impact



Develop your  
own writing

- ✓ It gets you writing in a free way
- ✓ You can experiment with different writing voices and styles
- ✓ Establish writing as a routine - can draft and publish quickly
- ✓ Build confidence
- ✓ Can be refreshing after writing long, detailed academic pieces

Think out loud  
and hone your  
ideas

- ✓ Explore ideas and work through new thoughts
- ✓ Explore topics tangentially related to your primary research
- ✓ Seek feedback
- ✓ Learn to talk about one thing clearly and succinctly
- ✓ Blog posts can evolve into conference papers or articles

“I have to start writing in order to really figure out what I want to say. The process of *writing* about a primary text that I may have read a dozen times always reveals something new as I try to articulate a point. So I write and I blog in order to *think!*”

- <https://drlauravarnam.wordpress.com/>



Curate your  
professional  
identity

- ✓ Bring together different aspects of your work
- ✓ Enables you to take ownership of your academic identity, outside the constraints of your institution
- ✓ You have control

“It gives me a voice beyond my publications and my university.”

- <https://medium.com/bits-and-behavior/>



Connect with  
your peers

- ✓ Part of a programme of dissemination and collaboration
- ✓ Event amplification or reporting

“Sometimes I have ideas about research or academia for which there is no academic venue. A blog post allows me to share that idea immediately and learn from people’s feedback. Sometimes people even cite them in their research papers.”

- <https://medium.com/bits-and-behavior/>



## Engage with the public

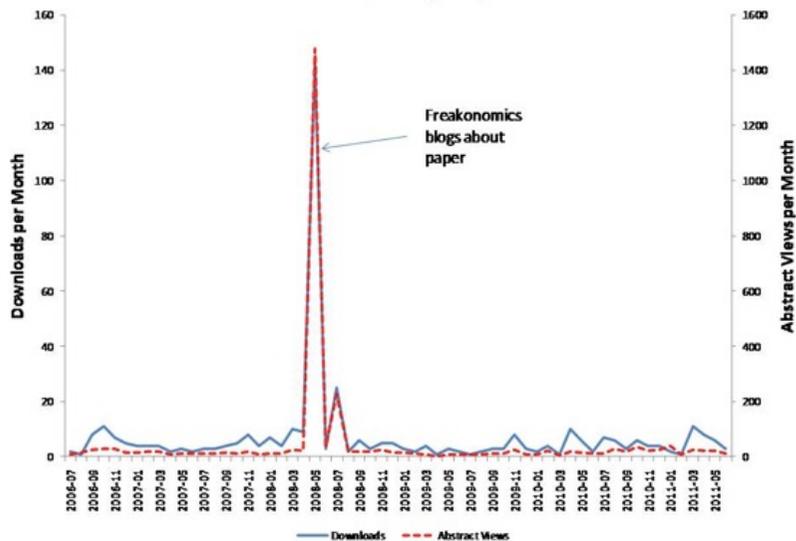
- ✓ Connect and share your work
- ✓ Find content that helps you find your voice for public engagement
- ✓ Build trust and understanding of universities and research
- ✓ Increase relevance to society
- ✓ Seek participation

“Academic blogging gets your work and research out to a potentially massive audience at very, very low cost and relative amount of effort.”  
- <https://blogs.lse.ac.uk/impactofsocialsciences>

Increase exposure  
and impact

- ✓ Can very quickly comment on current issues
- ✓ Can expand reach of journal articles – blog posts which summarize papers can boost readership of those papers themselves

Figure 2: Abstract Views and Downloads per Month for Landry et al. (2006)



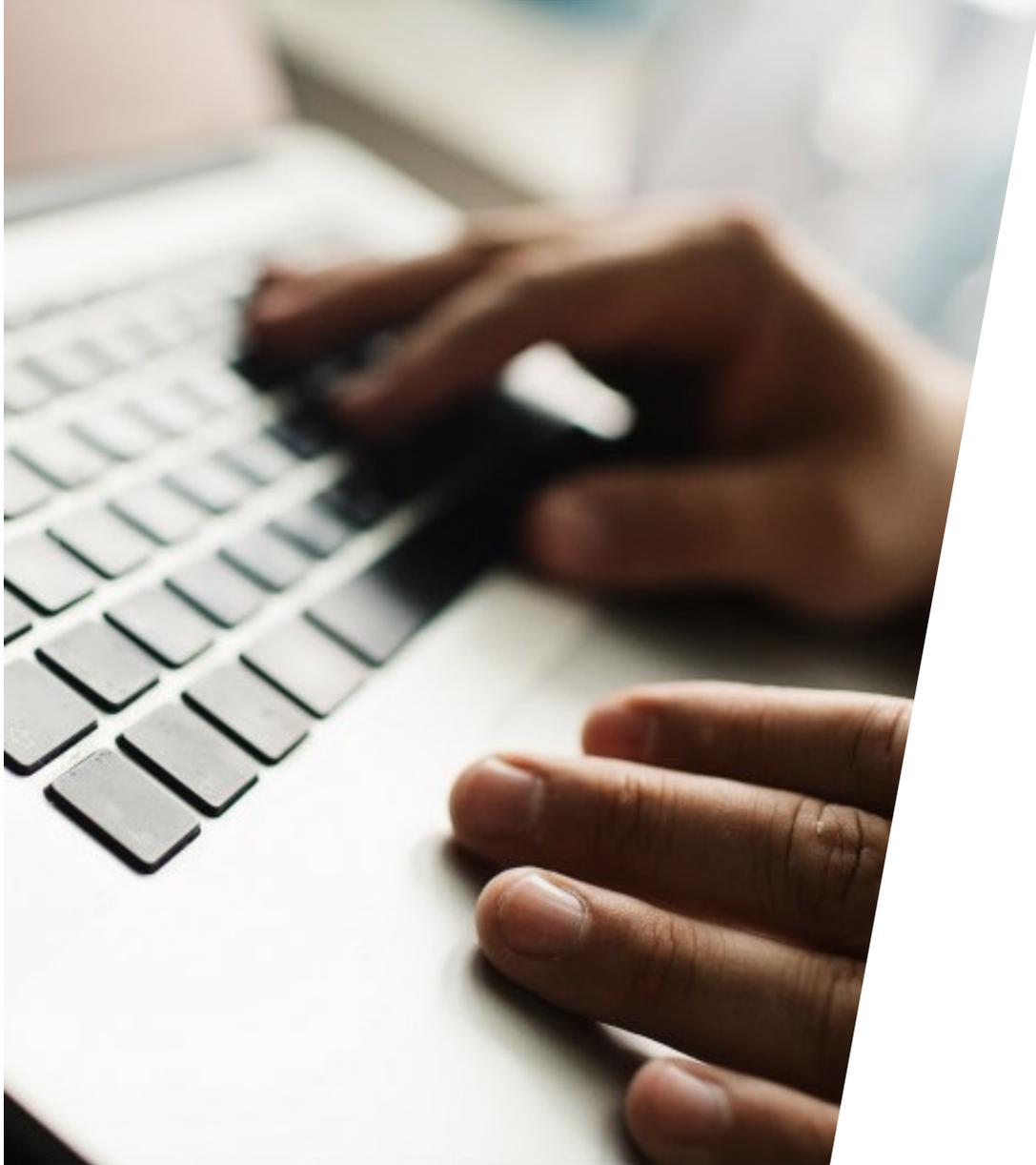
“You can include information in a blog post that might not be in the paper itself. It can be nice to reflect on the research process and journey beyond the context of that formal write-up.”

- <https://medium.com/@cfiesler>

# 02

## CONTENT PLANNING

What is your blog actually for?



## BEFORE YOU WRITE A **WORD...**

- ✓ What is your blog's purpose?
- ✓ What do you want to achieve?
- ✓ Who is it for?
- ✓ What do you want it to do for them?

# TIPS FOR NAMES

- ✓ Keep it short and memorable
- ✓ Keep it simple – not too technical
- ✓ Do some homework – what are similar blogs called? Don't copy someone else's
- ✓ Test it out on friends/colleagues
  
- ✓ Your name?

Bits and Behaviour  
Occum's Typewriter  
The Thesis Whisperer  
Beyond the Doctorate  
From PhD to life  
Work in progress  
The PhDiaries  
The X-Ray Doctor

# PROMPTS FOR CONTENT

## REFLECTIVE

- ✓ Your experiences as a researcher
- ✓ Personal achievements / milestones
- ✓ What you're reading
- ✓ Things you've learned

## ACADEMIC LIFE

- ✓ Events/conferences you attend
- ✓ Behind the scenes details
- ✓ Useful resources

## YOUR RESEARCH

- ✓ Your work –
  - ✓ outputs
  - ✓ work in progress
  - ✓ progress updates
- ✓ Topical / news
- ✓ Anniversaries / special interest days



### **Activity 1**

- In one sentence, outline what its focus is
- Describe who are you writing for?
- Think of a name for your blog



**Begin a content plan**

- Think of next 3-4 months
- Sketch out topics for posts
- What kind of content is realistic for you?

# EXAMPLE CONTENT PLAN

Example content	Key dates / activities	Potential blog post ideas
June 2021	Blogging training course  Attending content strategy conference	<ul style="list-style-type: none"><li>• Experiences training online – top tips and lessons learned</li><li>• Summary of key points from training itself</li> <li>• Round up of session highlights</li><li>• Top 10 things I learned</li></ul>
July 2021	My company is 2.5 years old	<ul style="list-style-type: none"><li>• Reflections on my experiences in business – what would I tell myself 2.5 years ago</li><li>• Reflections on ideal projects / dream client</li><li>• Case studies on projects completed</li></ul>
August 2021	A level results	<ul style="list-style-type: none"><li>• Collation of interesting content approaches for attracting prospective students</li></ul>

# 03 PLATFORM PRACTICALITIES

What are your options?



# YOUR OPTIONS



Single-author blogging



Multi-author blogging



Micro-blogging



Vlogging

# PLATFORM OPTIONS



- World's largest blogging platform
- Let's you have your own website for free
- Huge flexibility of design, plugins and themes
- Suitable for a wide range of content types
- Can purchase own domain

## Medium



- For long form opinion pieces
- Story-telling
- Minimal design flexibility – good for social sharing
- Building your content on someone else's brand
- In-built community of readers
- Small cost



SQUARESPACE



A screenshot of the LinkedIn post editor interface. At the top, there is a dark blue header with the LinkedIn logo, a search bar, and navigation icons. Below this is a white publishing menu with options for 'Publishing menu', 'Normal', and text formatting tools like bold, italic, underline, bulleted list, numbered list, quote, and link. A 'Publish' button is on the right. The main content area is light blue and contains a large icon for adding images and a person. Below this is a white section with the heading 'Headline' and a text area with a placeholder icon and the text 'Write here. Add images or a video for visual impact.'

Bringing your voice to life. The University blogging service is created using a multisite WordPress installation. The service is available to anyone within the University who needs to create a blog for academic or research needs.

Search this website 

Complaints

Creating a blog

Info

Support

University blogging

## Creating a blog

### Who can have a blog?

Anyone who is a member of the University or group affiliated with the University can request a blog.

### What can the blogs be used for?

The blogs should be used to showcase the University, it's academic and research profile, and it's community presence.

### How do I create a blog?

1. Please complete our "[Requirements Gathering](#)" form using your University's username and password to login. This is a generic form designed to capture your initial requirements. The form also ensures that we embed web accessibility from the start by understanding your audience needs and restrictions. For more information about the University's approach to Web Accessibility, please check our Web4All site at [www.southampton.ac.uk/web4all](http://www.southampton.ac.uk/web4all)
2. We will be contacting you within 10 days from submitting the form to discuss your requirements. In the majority of cases, we have been able to reply to requests within a couple of days, but please bear in mind that this might not be always possible due to our workload demands. In addition, there might be circumstances in which we might need to take more time assessing your



## Create a new blog/website

Choose which kind of blog/website you want to set up:

- **A student blog/website as part of an assignment/coursework** (eg your tutor has asked you to create a blog/webpage) [Click here to get started](#).
- **A blog/website to publicise research and enterprise** work-in-progress or events [Click here to get started](#). See our [advisory leaflet on R&E blogs](#) for help and information. You can also contact [ResearchCommunications@brighton.ac.uk](mailto:ResearchCommunications@brighton.ac.uk).



- Let's look at WordPress



# SUPPORTING CONTENT

## About you

- About me page / short biography?
- About my research page?
- Link to websites and social channels

## Curated pages

- Gather posts on a particular topic
- Share your favourite books / conferences / websites / other bloggers

## Make sure your pictures are professional

- Use free tools to crop pictures, create collages or develop simple infographics e.g. <https://www.canva.com/>
- Describe graphs and figures

# 04

## EXTENDING YOUR REACH

How to get readers



# FIVE THINGS TO CONSIDER

1. Provide useful and usable content
2. Write really well
3. Optimise for search
4. Actively promote your content
5. Look for opportunities

# CONSIDER YOUR CONTENT

## PRODUCE USEFUL AND USABLE CONTENT

- ✓ What does your audience need?
- ✓ Can you meet that need?
- ✓ Adapt your tone to match your audience
- ✓ Be honest and relatable
- ✓ Ask questions of your audience

## WRITE REALLY WELL

- ✓ Catchy headlines
- ✓ Get to the point quickly
- ✓ Use clear and simple language
- ✓ Make your content scannable
- ✓ Make it visual
- ✓ Proof-read, edit and be critical

WRITE  
REALLY  
**WELL**

## 1. WRITE A CATCHY **HEADLINE**

- ✓ Keep it short and simple – easy to understand
- ✓ Grab attention – but don't oversell
- ✓ Reveal your theme – tell a story
- ✓ Use keywords
- ✓ Take your time (do it last?)
- ✓ 8–12 words

WRITE  
REALLY  
**WELL**

## 2. GET TO THE POINT **QUICKLY**

- ✓ First paragraph – highlights/overview
- ✓ Imagine your reader doesn't get any further – can they get the overall point of your post?

WRITE  
REALLY  
WELL

### 3. USE CLEAR AND SIMPLE LANGUAGE

- ✓ Keep your sentences and paragraphs short
- ✓ Avoid buzz words, jargon and technical language
- ✓ Explain specialist terms

**Find out more?**

<https://readabilityguidelines.co.uk/>

WRITE  
REALLY  
WELL

## 4. MAKE YOUR CONTENT SCANNABLE

- ✓ Readers scan when they read online
- ✓ One point per paragraph
- ✓ Use sub headings, lists, links



WRITE  
REALLY  
WELL

## 5. MAKE IT VISUAL

- ✓ Images/graphs/video can help readers relate to your writing
- ✓ Breaks up your content
- ✓ Illustrate a point
- ✓ Can be entire focus of post
- ✓ *Remember to include descriptions of your images (alt-text)*

WRITE  
REALLY  
**WELL**

## 6. PROOF-READ, EDIT AND **BE CRITICAL**

- ✓ Get someone else to read it before publishing
- ✓ Ask a non-specialist if they understand it
- ✓ Less is more

WRITE  
REALLY  
**WELL**

## 7. INCLUDE A **CALL TO ACTION**

- ✓ Pose a question
- ✓ Invite a comment
- ✓ Sign post a next step – sign up for an event, follow the blog, read more information



## OPTIMISE FOR SEARCH

- ✓ Write really well!
- ✓ Link, link, link – within your site, to external references and to your site
- ✓ Keywords – front load title and URL with keyword
- ✓ Tagging and categorisation

**ACTIVELY  
PROMOTE  
YOUR BLOG**

Encourage sign up  
on blog itself

**Follow Blog via Email**

Click to follow this blog and receive notifications of new posts by email.

Follow

**ACTIVELY  
PROMOTE  
YOUR BLOG**

Encourage sign up  
on blog itself

Include a link in  
your email  
signature / biogs

ACTIVELY  
PROMOTE  
YOUR BLOG

🏠 > [Archaeology](#) > [Who we are](#) > [Our staff](#) >

## Dr Andrew Meirion Jones

Professor, PGR Co-ordinator

☎ (023) 8059 4533

✉ [amj@soton.ac.uk](mailto:amj@soton.ac.uk)



Andrew Meirion Jones is a Professor of Archaeology at the University of Southampton.

His main research interest is the archaeology of art, particularly the later prehistoric art of Western Europe.

He completed his B.Sc. and PhD at the University of Glasgow. Before joining the department at Southampton, he previously lectured in University College Dublin (1998-1999) and was a Fellow at the McDonald Institute for Archaeological Research, Cambridge University (1999-2001).

Previous research projects include:

- *'Making a Mark*. This project examined the decorated artefacts of Neolithic Britain and Ireland. The project used a variety of digital imaging techniques to examine decorated objects, including carved stone balls, carved chalk objects, and decorated antler and stone artefacts. This project involved collaboration with colleagues and students in the Archaeological Computing Research Group, Winchester School of Art and Central St. Martins (London), particularly Ian Dawson (WSA) and Louisa Minkin (CSM). The project is published as *'Making a Mark: image and process in Neolithic Britain and Ireland'* (Windgather, 2019).
- *An Animate Landscape*. This involved a study of the most significant rock art landscape in Britain: Kilmartin, Argyll, Scotland. The project produced the first radiocarbon dates for British rock art, while the excavation also produced the first stone tools used to make rock art images, and discussed the role of rock art in the development of this significant prehistoric landscape. The research was published as *'An Animate Landscape: rock art and the prehistory of Kilmartin Argyll, Scotland'* (Windgather, 2011). This project also led to a wider review of the role of art in Neolithic Europe in a book entitled *'Visualising the Neolithic'* (co-edited with Andrew Cochrane, Oxbow, 2012).

### Other University of Southampton sites

🔗 [Read my posts on the Archaeology blogs](#)

Include a link  
from your online  
web profile / dept  
website

ACTIVELY  
PROMOTE  
YOUR BLOG

Encourage sign up  
on blog itself

Include a link in  
your email  
signature

Include a link  
from your online  
web profile / dept  
website

Include a feed on  
your profile /  
website

## Department of Brain Sciences Staff Blog / More from Department of Brain Sciences Staff Blog

Research, Students, COVID-19,  
PhD, volunteering

Volunteering to  
support the COVID-19  
testing effort

01 October 2020  
By Department of Brain  
Sciences Communications

Mariya Chepishева is a third  
year PhD student in the  
Department of Brain  
Sciences. However, more  
recently, she spent time  
volunteering in her...

General updates, Students

PhD examinations  
during lockdown

16 July 2020  
By Department of Brain  
Sciences Communications

A huge congratulations to  
PhD students in our  
Department who have  
completed their PhD vivas  
remotely during lockdown.  
Three viva examinations...

Research, funding, grants

Funding successes:  
July 2020

14 July 2020  
By Department of Brain  
Sciences Communications

Congratulations to all  
Principal Investigators in  
the Department who have  
recently been awarded  
research grants. Here is our  
round-up of the...

Staff profile, working culture

In profile: Dr Stefano  
Sandrone, Senior  
Teaching Fellow

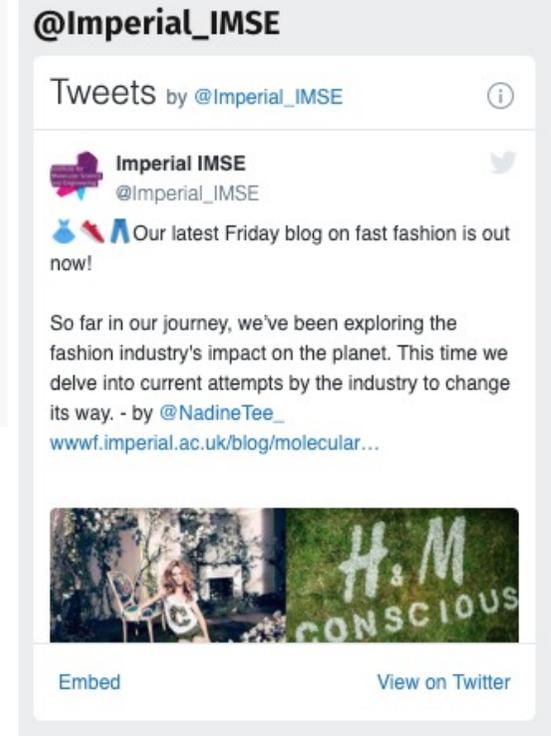
14 July 2020  
By Department of Brain  
Sciences Communications

In the latest instalment of  
our Staff Profile series, we  
spoke to Senior Teaching  
Fellow Dr Stefano Sandrone,  
who was recently awarded a  
President's...

# ACTIVELY PROMOTE YOUR BLOG



Share on social  
media



ACTIVELY  
PROMOTE  
YOUR BLOG



**University of Southampton** ✓  
@unisouthampton

Latest news, research and events from the University of Southampton. Founding member of the @RussellGroup and ranked among the top 100 universities worldwide.

University Road, Southampton [southampton.ac.uk](https://southampton.ac.uk)  
Joined March 2009

1,437 Following 56.6K Followers

Followed by UoSCommsLucy, Katherine deRetuerto, and 57 others you follow



**University of Portsmouth** ✓  
@portsmouthuni

Discover the University of Portsmouth.

Portsmouth, UK [port.ac.uk](https://port.ac.uk) Joined January 2009

492 Following 42.7K Followers

Followed by PingPong Digital, The Conversation, and 41 others you follow

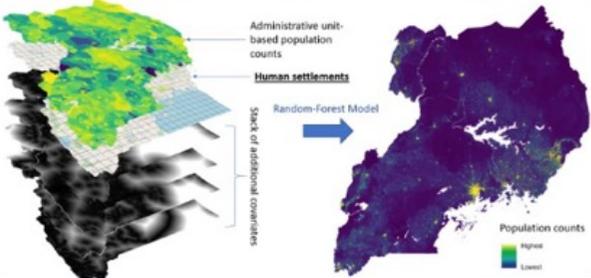


**South Coast DTP** @SouthCoastDTP · Jul 28

Read our latest blog to see how SCDTP student Jeremiah Nieves is helping the fight against COVID-19

@ESRC #COVID19

Spatial disaggregation of Population Counts (Top-Down)



Assisting in the Global COVID-19 Response through Innovative Research  
Assisting in the Global COVID-19 Response through Innovative Research Jeremiah J. Nieves 1, 2, Alessandro Sorichetta 1, Donna J. ...  
[southcoastdtp.ac.uk](https://southcoastdtp.ac.uk)

7 16

Look for hashtags  
/ accounts to  
include on social

**ACTIVELY  
PROMOTE  
YOUR BLOG**

Encourage sign up  
on blog itself

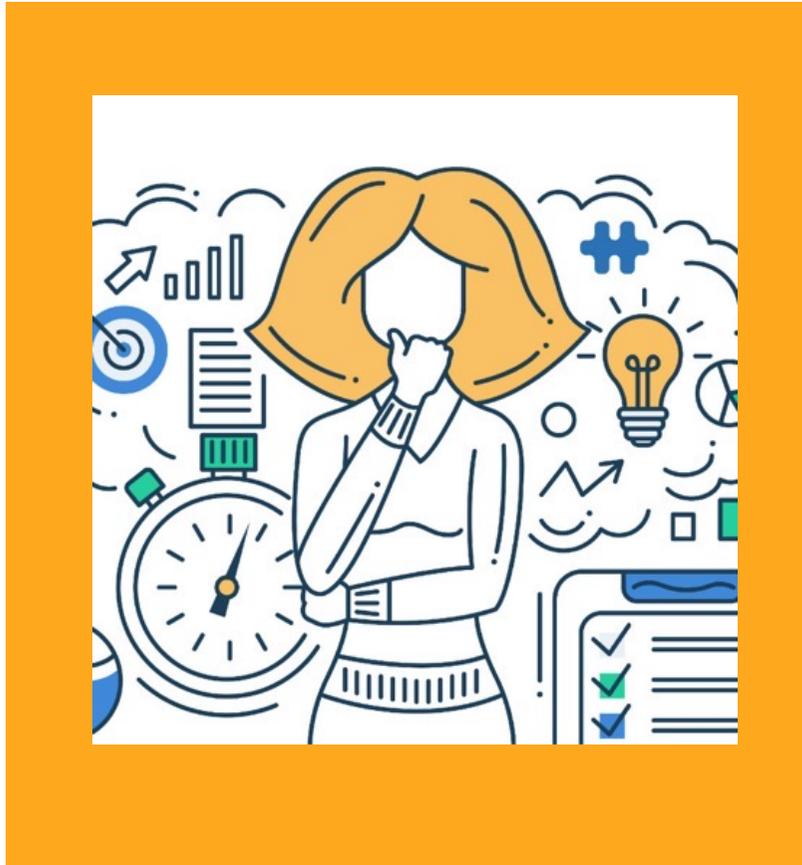
Include a link in  
your email  
signature

Include a link  
from your online  
web profile / dept  
website

Include a feed on  
your profile /  
website

Share on social  
media

Look for hashtags  
/ accounts to  
include on social



## LOOK FOR OPPORTUNITIES

- ✓ Special interest days
  - *Volunteers Week*
  - *Pride Month*
  - *Diabetes Week*
  - *Clean Air Day*
  - *World Ocean Day*
  - *Record Store Day*
  - *International Women in Engineering Day*
- ✓ Particular events
- ✓ News
- ✓ Hashtags

Tell the Press Office / social media team



**Plan a draft post (or two)**

- Choose a writing prompt in your content plan
- Think of a blog post title
- 3 key points you'd like to make
- Suggest a visual you could include
- Categories and keywords

# 05 COPING WITH CHALLENGES

Pitfalls and how to handle them



What worries do you have about launching a blog?



## DEALING WITH COMMENTS

- ✓ Remember you don't have to enable comments
- ✓ But if you do – **always moderate** them before publishing
- ✓ Often just SPAM

# HANDLING NEGATIVE COMMENTS

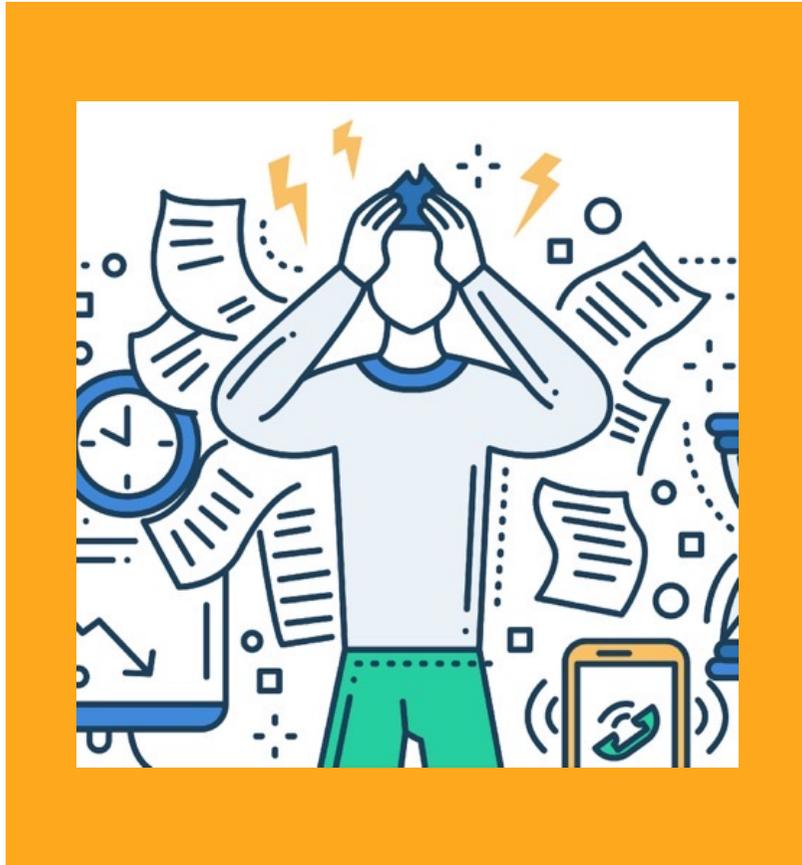
## SHOULD YOU PUBLISH AND RESPOND?

- X Illegal or offensive?
- X From a troll/rager?
- ✓ Is the comment factually incorrect?

## CONSIDER A POLICY

- ✓ Language and manners
- ✓ No personal attack comments
- ✓ Comments must add to the conversation

<https://blogs.lse.ac.uk/impactofsocialsciences/comments-policy/>



## DEALING WITH **WRITERS' BLOCK**

1. Use a content plan so you know what to focus on next
2. Don't put too much pressure on yourself
3. Try a different approach
  - A picture post?
  - Share someone else's post?
  - Something you've read this week
4. Do something else and try again later
5. Remember – it doesn't have to be perfect

# 06

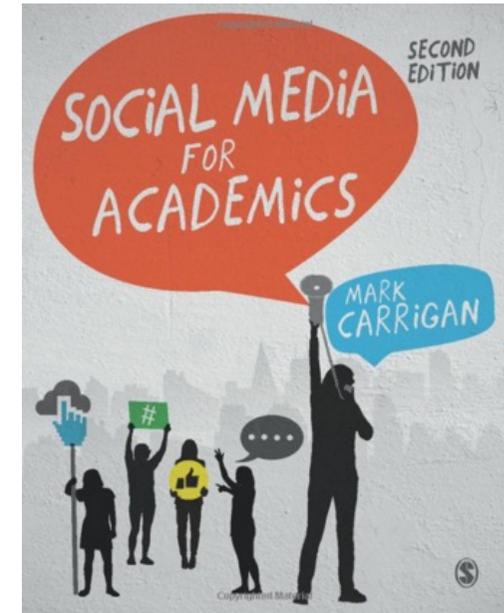
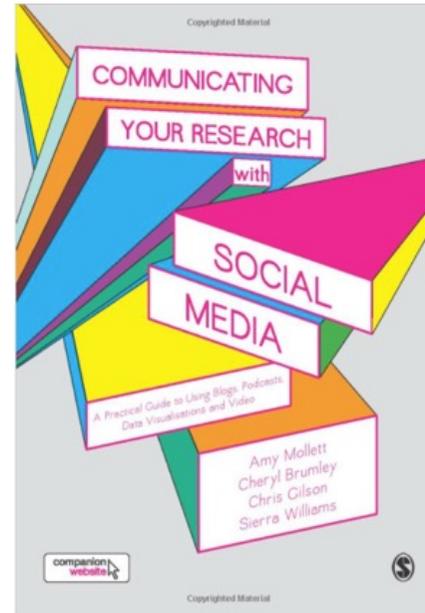
TO CLOSE  
Top tips and further reading



## TOP 10 TIPS

1. Make it work for you - don't feel pressured into it
2. Take time to develop your own voice
3. Take it seriously - stay professional
4. Consider a content plan
5. Look for content opportunities
6. Take care over your writing - clear, focused, structured
7. Think about your audience
8. Link link link
9. Promote it proactively
10. Moderate comments

# FURTHER READING



[www.pamelaagar.com/scdtp-blogging](http://www.pamelaagar.com/scdtp-blogging)  
[password: scdtp]

**PAMELA**  
**AGAR** \ PROJECTS

# THANK YOU

**(and share your blogs with me...)**

[www.pamelaagar.com](http://www.pamelaagar.com) | [@pamelaagar](https://www.instagram.com/pamelaagar)