INTRODUCTION TO BLOGGING

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.PAMELAA GAR.COM
MY BLOGGING EXPERIENCE

Tips for running online training and workshops

November 3, 2020

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

01 About blogging
Definitions, characteristics and benefits

02 Content planning
What is your blog actually for?

03 Platform practicalities
What are your options?

04 Extending your reach
How to get readers

05 Coping with challenges
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?
ABOUT BLOGGING

Definitions, characteristics and benefits.
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

‘Communicating your research with social media’ – Amy Mollet, Cheryl Brumley, Chris Gilson & Sierra Williams
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!

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.](https://drlauravarnam.wordpress.com/)

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
To be or not to be exceptional?

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
MAY 2, 2019 BY FIONO

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.
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,
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
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).

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*

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*
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-exavcation. 

Continue reading →

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 Livina with Monuments
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.
Bits and Behavior
Musings from the Code & Cognition lab at the University of Washington Information School.

Processing the untold histories McIlwain’s "Black Software: The Internet & Racial..." A recommendation

Amy J. Ko
Sep 26 - 5 min read
MICRO BLOGGING

☑ Less time consuming
☑ Very direct
☑ On channels where audiences are

✗ Less opportunity to expand ideas
✗ Greater regularity needed
MICROBLOGGING
INSTAGRAM

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/
“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.”
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”
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 Student Tips for Preparing a Scientific Conference Presentation

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
Lucy Kissick - The PhDiaries
20.7K subscribers

Making a Martian Lake
11,950 views • 2 years ago

Previous video: https://youtu.be/3Gpoh_L8Lc

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

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 do you hope to achieve through blogging?
Connect with your peers

Develop your writing practice

Think out loud and hone your ideas

Curate your professional identity

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

“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

<table>
<thead>
<tr>
<th>Example content</th>
<th>Key dates / activities</th>
<th>Potential blog post ideas</th>
</tr>
</thead>
</table>
| **June 2021**   | Blogging training course | • Experiences training online – top tips and lessons learned  
                     • Summary of key points from training itself  
                     • Round up of session highlights  
                     • Top 10 things I learned |
|                 | Attending content strategy conference |                           |
| **July 2021**   | My company is 2.5 years old | • Reflections on my experiences in business – what would I tell myself 2.5 years ago  
                     • Reflections on ideal projects / dream client  
                     • Case studies on projects completed |
| **August 2021** | A level results         | • Collation of interesting content approaches for attracting prospective students |
What are your options?
YOUR OPTIONS

- Single-author blogging
- Multi-author blogging
- Micro-blogging
- Vlogging
PLATFOR
M OPTIONS

**WordPress**
- 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
Headline

Write here. Add images or a video for visual impact.
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, its academic and research profile, and its 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
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.
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
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
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
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?
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/
4. MAKE YOUR CONTENT SCANNABLE

- Readers scan when they read online
- One point per paragraph
- Use sub headings, lists, links
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)*
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
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
Encourage sign up on blog itself

Include a link in your email signature / biogs
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

Dr Andrew Meirion Jones
Professor, PGR Co-ordinator

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, Oxford, 2012).
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

Research, Students, COVID-19, PhD, volunteering
Volunteering to support the COVID-19 testing effort
01 October 2020
By Department of Brain Sciences Communications

Marliya Chepelova 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

Stephen Curry @Stephen_Curry · Sep 28
BLOGPOST: admin is an easy target, but equality could be collateral damage in the UK govt’s Cummings-led bonfire of bureaucracy

In defence of the bureaucracy of equality, diversity ...
The UK government’s new policy to reduce bureaucracy in research institutions aims at an eas... occamstypewriter.org

Dr Laura Varnam @lauravarnam · Sep 29
Great thread on starting a PhD! Top Tips in my blogpost too, crowdsourced from twitter #phdchat #phdlife dlauravarnam.wordpress.com/2019/09/28/top...

Dr Estelle Paranque @DrEstellePrmq · Sep 29
THREAD: STARTING A PHD
I’ve been thinking about this journey of mine and thought I would share some tips (which might not be that useful but I hope they are).
1/ It is ok to feel overwhelmed when you start a PhD and being unsure about what it actually means.
Show this thread

@Imperial_IMSE
Tweets by @Imperial_IMSE

Our latest Friday blog on fast fashion is out now!
So far in our journey, we’ve been exploring the fashion industry’s impact on the planet. This time we delve into current attempts by the industry to change its way. - by @NadineToo
wwwf.imperial.ac.uk/blog/molecular...

Share on social media
ACTIVELY PROMOTE YOUR BLOG

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
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?

✗ Illegal or offensive?
✗ From a troller/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/
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
[password: scdtp]
THANK YOU

(and share your blogs with me...)

www.pamelaagar.com    @pamelaagar