

HOW TO CREATE A GOOD BLOG-POST

Be interesting

- Show some personality. Explain why you 'just had to' write a blot-post or share your opinion. What triggers, provokes or moves you?
- Write in an everyday language that everyone can understand.
- Write in present tense.
- Use metaphors to get your message across.
- Avoid using abbreviations or words that are too technical.
- Focus on *the findings* in your research and elaborate on why these findings are newsworthy and relevant to an outside audience.

We love headlines

- Use sub-headings in the text (a good idea is to include a sub-heading after every fifth sentence).
- Use catchy headlines.

Writing a good introduction

- Take a stance and summarize your main arguments in the first paragraph or in the headline.

Show some link love

- If you start writing, remember the Web is all about links; when you see something interesting and relevant, link to it; you'll be doing your readers a service, and you'll also generate links back to you; a win-win.

Format

- Try to stay within one page.
- Please divide your text into brief paragraphs.

Use of pictures

- Choose a few pictures that are really thought-provoking and linked to a *Conversation* topic rather than submitting a lot of pictures.
- Remember to include captions. Again, be creative when writing captions and photo-headlines.
- Keep in mind that as a writer or a photographer, your job is also to entertain the readers (e.g. by being creative in your choice of words and selection of pictures).

For video-bloggers

- As a video-blogger, please keep your video-statement short and concise, and try to stay within a five minutes time frame.

Who are you representing?

- As a service to your employer, make it clear if you are speaking for yourself, or if you are speaking on behalf of your organization.

Commit to the *Conversation*

- Imagine if you were having a conversation with your friend and he/she suddenly stopped talking. Now that's not a conversation. Don't stop participating just because your blog-post has been published. If someone leaves a comment under your blog-post, respond to their comment by leaving a new comment under the blog-post.

Promotion

- Feel free to share your blog-post on social media platforms, such as Facebook and Twitter. You may use the “share function” below the blog-post.