

BLOG LIKE YOU MEAN IT!

CHRIS GARRINGTON


WHAT WE'RE TALKING ABOUT

- ▶ Setting up your own blog
- ▶ Writing for external blogs
- ▶ Blogging and you
- ▶ Pitching

- ▶ Why should academics blog?

WHAT IS A BLOG?

blog

/blog/ 

noun

1. a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

verb

1. add new material to or regularly update a blog.
"it's about a week since I last blogged"

SETTING UP YOUR OWN BLOG

- ▶ What's it for?
- ▶ What are you blogging about?
- ▶ Who's reading and why?
- ▶ How often you will post and how much will you write?
- ▶ Choose an easy to use platform – Wordpress, Wix, Tumblr, Medium, Squarespace – pay for no adverts
- ▶ Having a 'template' or format can help
- ▶ Images – where will they come from – be careful re copyright
- ▶ Editorial control/responsibilities/processes

Child of our Time

Research tracking the health and happiness of the UK's children

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Time to ACE the way we measure the bad things that happen to children

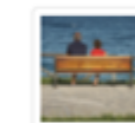
Adverse Childhood Experiences (ACEs) have been a hot topic for policy work in child health and development in recent months. The Select Committee for Science and Technology announced an [inquiry](#) into evidence-based early-years interventions, with a particular focus on ACEs. Also a new All Party Parliamentary Group for the Prevention of Childhood Adversities was set up. Essential to the success of these policy initiatives is a fit for purpose method of measuring the negative things that happen to people when they are young, something Rebecca Lacey from the ESRC International Centre for Life-

SEARCH

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LATEST POSTS



Time to ACE the way we measure the bad things that happen to children

May 3, 2018



Wheezing: Can breastfeeding for longer make a difference?

April 20, 2018

WRITING TIPS

- ▶ Make it topical – tie it into current debates and conversations
- ▶ Develop a tone and style
- ▶ Jargon free and accessible or explain terminology
- ▶ Strong headline and opening line/par
- ▶ Break up the text with sub-headings/bullets/easy to understand chart or table
- ▶ No footnotes or references – embed links



Having any job at all is better than being unemployed, right?

[Leave a reply](#)

“Bad work just doesn’t fit in 2017!” Those are the words of Matthew Taylor, head of the Government’s [recent review](#) of modern work practices, who has called on politicians to make “all work good.” In [an interview with the BBC](#), Mr Taylor, said that, as well as being bad for productivity and the economy, poor quality jobs were bad for people’s health and well-being. Recent research from Tarani Chandola from the University of Manchester has added further weight to those claims, finding that unemployed people who move into

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LATEST POSTS

[Use it or lose it: fact or fiction?](#)

[Does education and job status affect the length of our working lives?](#)

[Having a family – how might the decision affect the length of your working life?](#)

[Working after retirement age: who benefits?](#)

[Never too early to intervene to get us working longer](#)

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TOPICS

EXTERNAL BLOGS

- ▶ Be proactive – contact a blog – [The Conversation](#), [Huffington Post](#), [Discover Society](#), [Guardian Professional Networks](#), [LSE Impact blog](#), [THES](#)
- ▶ Read up
- ▶ Read their pitching/contributor guidelines
- ▶ Follow them and their journalists on Twitter
- ▶ Build relationships

A PLACE TO START

THE CONVERSATION

Academic rigour, journalistic flair

Q Search analysis, research, academics...

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology EU Referendum

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Our team and boards

Community

Community standards

Republishing guidelines

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Events

Our feeds

Donate

Company

Who we are

Our charter

Our team

Partners and funders

Contributing institutions

Resource for media

Nobel Laureate's message

10 ways we are different

Editorial

Leadership team

Support team

Editorial board

Board of Trustees

Patrons

Technology

Editorial — United Kingdom

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Stephen Khan

Editor



Stephen Khan is The Conversation's Editor in the UK. He was a news editor at The Guardian and previously Deputy Foreign Editor of The Independent, Scotland Editor of The Observer and also worked for The Sunday Herald in Scotland.



Jo Adetunji

Deputy Editor



Before joining The Conversation UK, Jo Adetunji worked as a reporter and editor at the Guardian, covering stories from UK knife crime to the Arab Spring. She previously edited the Guardian's health and social care networks and has also written for The Times, The Independent and Telegraph newspapers.

PITCH PERFECT



Photo credit: [blueeyedviking](#)

HOW TO PITCH PERFECT

- ▶ Have a clear idea of what you want to talk about
- ▶ Give it an eye catching and strong subject line
- ▶ Write no more than 3-5 sentences

A PITCH TO THE GUARDIAN HIGHER EDUCATION NETWORK

REASONS TO BE CHEERFUL ABOUT THE WORLD'S WICKED PROBLEMS

Email subject line

I'M INTERESTED TO WRITE A PIECE ABOUT HOW RESEARCHERS CAN HELP TACKLE SOME OF THE WORLD'S MOST INTRACTABLE OR 'WICKED' PROBLEMS SUCH AS CLIMATE CHANGE. AFTER 30 YEARS AS A RESEARCHER, I AM STILL OPTIMISTIC ABOUT THE ROLE RESEARCH CAN PLAY IN AN AGENDA FOR ACTION AND JUSTICE. I BELIEVE RESEARCHERS STAND AT AN IMPORTANT POINT IN HISTORY; THEY HAVE THE POTENTIAL TO CONTRIBUTE TO THE POSITIVE INTERSECTION OF ENVIRONMENTAL JUSTICE, ECONOMIC DEVELOPMENT, AND HUMAN RIGHTS IF THEY SO CHOOSE OR BE FROZEN IN THEIR TRACKS.

The pitch

Higher Education Network

Donna Mertens

Mon 2 Jul 2018 07.30 BST



How researchers can help the world face up to its 'wicked' problems

We're running out of time to deal with issues like climate change. Researchers must work at a local level to effect change



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CHARITIES LIKE CANCER RESEARCH UK DEPEND ON HIGH QUALITY DATA TO DO THE RESEARCH THAT CAN HELP THEM BEAT CANCER AND THERE IS A BIG DRIVE TO GET GOVT DEPTS TO MAKE DATA AVAILABLE MORE EASILY, BUT THERE IS A HUGE SKILLS GAP WHEN IT COMES TO MANAGING AND MAKING THAT DATA AVAILABLE. THIS MEANS CHARITIES LIKE CRUK ARE LIMITED IN THE RESEARCH THEY CAN FUND AND UNDERTAKE. A GROUP OF RESEARCHERS INCLUDING MYSELF HAVE DEVELOPED A SKILLS FRAMEWORK FOR DATA HOLDERS THAT COULD HELP CHANGE THIS. MY PIECE WOULD OUTLINE THE PROBLEM, WHAT'S BEING PROPOSED AND HOW WE THINK IT COULD HELP CHANGE THINGS FOR CHARITIES LIKE OURS, CANCER SUFFERERS AND OTHER CHARITIES WHO DEPEND ON DATA TO FIND SOLUTIONS TO SOCIETAL PROBLEMS.

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POLITICAL SCIENCE

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Mind the skills gap: creating a data access and reuse competency framework for government departments and organisations



*Having access to the vital data collected by government departments can make a huge difference to the work of researchers in universities and charities. But for these researchers to actually access and be able to reuse this data is an often painstaking process that can take months or even longer. **Richard Welpton** suggests this process might be made quicker and more efficient with a renewed focus on improving data skills and career opportunities. The newly established Safe Data Access Professionals Competency Framework represents an excellent resource for all government departments and organisations looking to share their data safely, securely, efficiently, and effectively.*

Whether it's anonymised health records to help evaluate a new treatment for cancer patients, or information that could help us understand if people are getting access to cancer services in their area, accessing and reusing detailed, sensitive information that has been collected by government

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Got an idea?
Write your pitch

TRY TO INCLUDE

- ▶ Some context - why should a blog editor/their readers care?
- ▶ What's new? (findings, message, event, perspective)
- ▶ How and to whom is what you are doing/saying making or going to make a difference?

GET BLOGGING.

Chris Garrington @cagarrington