Please provide a head and shoulders picture in landscape orientation, not portrait.

**Blog Style Guide**

|  |  |
| --- | --- |
| **Author name** |  |
| **Title of**  **blog post** | **(Up to a maximum of 8 words)** |
| **Lead image** | Please confirm that you have copyright for the image or provide information on copyright, e.g. if it has a [creative commons](https://creativecommons.org/) licence. Please get in touch with an idea of image you wish to add but have not been able to source as we may be able to help. If it is an historical image then you could log into [Scran](https://www.scran.ac.uk/) using your university details. |
| **Opening paragraph/ Standfirst** | A brief introductory summary of the blog including the author’s name, job title and institution. **(Up to a maximum of 40 words)**  E.g. *In advance of a University of Aberdeen event on the BA in Professional Development, programme director Rachel Shanks shares her thoughts on professional learning post-COVID-19.* |
| **Body text** | **Between 600 and 800 words. Absolute maximum of 800 words. This includes quotes and headers.**  Please provide us with the links to any references in the post. We will hyperlink this into the blog post. |
| **Short biography information** | **This should be up to a maximum of 50 words.**  E.g.*Rachel Shanks is the programme director for the BA in Professional Development, and researches professional learning and mentoring. You can find out more about her recent book ‘Teacher Preparation in Scotland’ by clicking here.* |
| **Date of latest draft** |  |
| **Date plan to publish** |  |
| **Text for tweets & #s** | **Up to 140 characters. (Please remember that links take up to 22 characters)** |
| **Drafted by (author)** |  |
| **Comments received from** |  |
| **Edited by** |  |
| **Approved** |  |

## General guidelines

* Ensure your writing style is conversational rather than formal.
* Please use sub-headings to make the blog easy to read and digital-friendly.
* Avoid jargon and ‘in-house’ terms. Please explain any terms that may not be familiar to an international and/or non-academic audience (explanation can be provided via URLs to websites).
* Think about ‘What’s in it for them?’ Your audience should gain something from reading your post so before compiling the text please try and identify at least one ‘take-home’ point that will benefit the reader. **This should be included in the ‘brief summary’ box in the template above.**
* Invert the ‘writing pyramid’! Please keep in mind that the viewable area of a webpage is relatively small. In order to engage and retain the reader your text should not follow a traditional academic format (introduction, explanation, conclusion) but instead mirror a more journalistic style (conclusion, explanation, details).
* While personal opinions are welcome, direct criticism of named individuals/institutions should be avoided.
* End with a ‘call to action’ – it is notoriously difficult to get people to use the ‘comments’ facility on any blog, so any post should end with a question that encourages a response from the reader.