

Why Write a Blog Post?

Blogging has become an excellent medium for researchers to disseminate and promote information. A blog post can be an effective way to spread the word and generate buzz about upcoming events and resources developed by your project, share recent activity and successes, share KMB questions or challenges that you are experiencing with your project (and that you wish to receive feedback on), or you can use a blog post to educate and inform others about issues and ideas related to your project. The following links highlight the Blog process and influence:

<http://journalauthors.tandf.co.uk/pdfs/promote-your-research-infographic.pdf>

<http://journalauthors.tandf.co.uk/beyondpublication/blogging.asp>

KNAER has recognized that blogs are gaining momentum & Created this Blog Tip sheet to help you create your blog post.

Promote Your Blog Post!

When you publish a blog post **actively promote your post via your twitter account**. There are **Followers** everywhere! This means your blog post can be viewed and shared by numerous others within your network and beyond.

Make it Manageable

A blog post can be as little as one or two paragraphs, when promoting an event or new resources, **or several paragraphs**, when writing about a particular issue/idea of importance to your project.

What Should I Write About?

- An upcoming or recent event
- The creation of new research-based resources (videos, PPT presentations, articles, lesson plans, etc.)
- Upcoming or recent activity undertaken by your project
- An issue/idea related to your project
- Successes, challenges or questions/problems that you are experiencing with your project that you would like to share with others and receive feedback on.

See examples of blog posts on the KNAER-RECRAE website

<http://www.knaer-recrae.ca/blog-news-events/knaer-blog>

What to Include?

Consider including any of the following in your blog post:

- Name of event/resource
- Location, setting and time of event or information about how to access the resource (e.g. online link to resource or more detailed information about the event/resource)
- Description about the event/resource
- Purpose of the event/resource
- Who organized the event/ who created the resource
- Who was at the event (or who do you expect to be there), including how many people
- What took place and when (or what do you expect to take place)
- What does the resource include
- Why is/was the event/resource useful
- How are you disseminating the resource, promoting the event
- Why is the event/resource/activity significant to you?
- What was learned and/or accomplished by the event/ by the creation of the resource
- Your thoughts about the event/ creation of the resource: successes, challenges, questions, discussions or connections it led to
- **Photos of the event or resource (photos are a great addition to a blog post)
- Add a caption to your photos describing who is in the photo and what is happening

****REMEMBER:** you will need to get permission from those in the photos in order to share the photos online.



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