

School of Education Blog How to guide



School of Education blog post guidance – How to write a blog post.

Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2: Craft a headline that is both informative and will capture readers' attentions. Shorter snappier headlines work best.

Step 3: Write your post, remembering you are writing for readers to view online, so please try to make short sentences and paragraphs not too wordy. The tone is important; remember your audience may not be experts on your topic, so please write accordingly. If you are using acronyms, please explain what they are. Please add external links if necessary, and helpful.

Step 4: Use images to enhance your post, improve its flow, and explain complex topics. (this is not essential)

Step 5: Edit your blog post. Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your writing last minute.

Blog post length

Please can blog posts ideally be between **600-1,000 words, with a maximum of 1,500 words.**

Images

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