

# A Guide to Blogging





## Why should you blog?

Readers increasingly expect to engage with authors in an online community, and posting to a blog is not only a great way to connect with them, but it is also a fantastic way of increasing your fan-base and the number of people that follow you online.

You should always remember that a blog post has the potential to reach a large online community so try to come up with interesting new content on a regular basis, and present information in exciting and varied ways (see *'Adding those little extras'* section.)

Bloggging can help to affirm your place as an expert in your field ... So why not get started today by creating your own blog, or even contributing to one of ours:



### **Academic**

*fifteeneightyfour* - [cambridgeblog.org](https://cambridgeblog.org)

*Cambridge Core* - [cambridge.org/core-blog](https://cambridge.org/core-blog)



### **Cambridge English**

*World of Better Learning* - [cambridge.org/wobl](https://cambridge.org/wobl)



### **Education**

<http://www.cambridge.org/education/news>



## What type of blog post should you write?

- An article that provides insight into your research, area of expertise or explores a theme from your book
- An opinion piece relating to a current news topic or something that would spark debate
- A written interview

### Ask yourself...

- What motivated you to write your book? What current areas of research are you conducting? Who inspires you to write, and what authors work do you enjoy reading?

### Think about...

- **Your audience:** Who are they? Curious general readers, teachers, students, peers or academics?
- **Article tone and length:** The tone of the article should be informal and accessible, with the length being around 400–600 words
- Encourage debate and comments from your reader
- A catchy title

### Adding those little extras...

Once you've got most of the content for your blog written, it's time to start thinking about adding those little extras to help to make your entry dynamic and engaging for your reader ...

- Video clips
- Photos
- Polls or quizzes
- Podcast interviews
- Relevant articles
- Musical playlists

If you need more information, or would like some help coming up with an idea for your blog, then please email us at [authorhub@cambridge.org](mailto:authorhub@cambridge.org)



## Timeline of an article

*What happens when you submit a blog?*



Decide on subject matter



Think about the message –  
*what do you want to say?*



Decide on the content -  
*what type of post will you write and  
will you include photos or video?*



Write your post!



Send to blog



Editing phase



Article is published



Use social media to publise -  
*Tweet, Share, Email*





## Tips for publicising your article on social media



Tweet the link to your article on Twitter and one of our accounts will do the same.

Try categorising your tweets using hashtags **#blog**  **#(related subject, e.g. Science)**

**This way to your blog** 



Share the link to your article on Facebook and one of our accounts will do the same



Engage in conversations related to the topic of your article online – think about posting in LinkedIn groups and, of course, remember to post a link to your blog on the Author Hub LinkedIn page to help inspire your fellow authors!

 [authorhub@cambridge.org](mailto:authorhub@cambridge.org)

 [cambridge.org/authorhub](https://www.cambridge.org/authorhub)



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