Activity Description

PowerPoint presentation with speaker notes. In this session, the presenter introduces the concept of academic blogs, which focus on research or technical information. The presentation covers the type of content appropriate for blogs, steps in setting up a blog, how to write effectively for blogs, and the differences between individual blogs and collaborative or multi-author blogs. The presentation includes two slides with links to relevant blogs to follow as well as multi-author blogs that accept submissions from external authors. Participants will benefit from this set of electronic links, so be sure to share the PowerPoint presentation file, or email the links, to everyone before or after the session.

This presentation can stand alone in the Communicating Research Through Social Media module, though participants will benefit from an understanding of key social media platforms (Facebook, Twitter, LinkedIn) that they can use to promote content on blogs and draw in a wider audience because a successful blog will require social media engagement.

Although there are no questions for discussion formally embedded in the presentation, many participants likely have experiences reading blogs professionally and personally. Consider engaging the group in discussion, or asking them to share their thoughts on the content, throughout the presentation.

Key Learning Concept(s)

- The difference between academic blogs (focused on research or technical content) and other types of blogs.
- Why blogs are an effective dissemination platform.
• Key components of blogs.
• Writing style for blogs and the web in general.
• Steps to begin blogging individually or through submissions to other blogs.

Materials Needed
• Laptop and projector

Associated Exercises
• Social Media for Research and Policy (SM1L)
• Writing an Academic Blog (SM4E)

Required Preparation
• Read Dunleavy, 2014