WRITING AN ACADEMIC BLOG (SM4A)

You are assigned to write an academic blog post on your research or advocacy topic. Remember that the purpose of an academic blog is to include research and/or data on the given topic, so you will need to identify research or data to include in your post.

Your academic blog post should:

1. Include a compelling title
2. Be between 600 and 1,000 words
3. Include the main message up front
4. Use short paragraphs (1-3 sentences)
5. Include at least one visual (photo, chart, graph)
6. Use bullets and/or sub-headings to break up text where appropriate
7. Be written in a conversational style
8. Source any data or research that is not your own, preferably through direct links to the information online

Think of your blog as “intelligent news” for a wide audience. Try to make the topic interesting, relevant, and understandable to this wide and diverse audience. Don’t forget to proofread and edit your writing!