

Guidelines LACDR Blog

Focus

- Connected to current news and today's society
- Follow your passion, focus on one subject and choose position
- Take the university into account. A blog is expressing your personal opinion, not that of your employer
- Interesting abroad: explain what's going on in the Netherlands
- Audience: highly educated, but not only scientists

Text

- Language: English
- Length: 400/600 words
- Title: short and catchy
- Scannable:
 - Title
 - Short introduction of approx. 3 sentences
 - Use sub-titles, blank lines or bullet points
- Start catchy
- No footnotes, give a link for more information.



Image

- Include a photo (free of copyright)

Findability

- Provide a link in LinkedIn, signature, Twitter and/or Facebook to your blog article
- Mention if there are news articles to which has to be linked in the banner 'see also'

Tips for a good web log

General

1. Following your **passion**: write about subjects that are close to your heart.
2. **First heart, then head**: start by writing whatever grabs you. Later you can score things out and think about style.
3. Focus on *one subject*.
4. **Choose a position**: take a side and stick to it.
5. Check the **facts**.
6. **Give sources**. If you consult a source and refer to facts in it, then provide the source. If you refer to one of your own publications, then provide the link to the Leids Repositorium.
7. Take the university **into account**. You are expressing your personal opinion, not that of your employer. Leave no doubt about this in whatever you write on the web log.

The title

8. **Choose a catchy title**: a title that triggers the reader's curiosity, that promises a solution or an answer or a title that informs about the content of the blog.
 - a. An intriguing title: *How a fireman catches a cobra.*
 - b. A solution-oriented title: *Five tips for a successful first encounter.*
 - c. An informative title: *Parents' evening: checking out the home facts.*
9. Keep the title **short**.

The image

10. An **image** says more than words. Search for a photo or make one that reinforces your message.

The trailer/ introduction text

11. Write a catchy **trailer**: outline the issue and suggest what is to come.

The text

12. Make a blog **scannable**. Ensure that visitors can see at once if the article is of interest to them. 80% of internet users only scans a text. People who land on your blog decide within seconds if they will stay on it or not. Some tips:
 - ✓ a simple **title** (see point 8)
 - ✓ **sub-titles**
 - ✓ **bullet points** for lists. Lists are easy to read
 - ✓ **blank lines** between paragraphs
 - ✓ **key words**: put the most important words in the first sentences of paragraphs and in the title

Writing is deleting

13. **Keep it short**. Visitors are put off by long blogs and drop out. Use as few words as possible for your blog. Don't be lured into using 'flowery' language. Avoid elaborations and sidetracks.
14. **Get to the point**. So: grab your reader's attention straight away. Pull them 'by the head' into the text and write in an 'inverted pyramid' style. Start with the most important information and finish with the least important.
15. Ensure there is **cohesion** in your text. At the end of your blog, go back to your title, the beginning or the key message: by doing so you clarify the cohesion.