

## How To Write A Great Blog

### 1. Write a compelling headline

- Make the title of the blog declarative – a summary of what the key message of the Blog is.
- Carry on the energy produced by the headline in a short, punchy and well-crafted introductory paragraph – tell people why they should care about this topic.

### 2. Know your audience

- EBN blog readers are varied but mostly healthcare professionals and within that, the majority are nurses.
  - Who is your main target group and who are the secondary groups that would also be interested?
  - Consider why your target group would be interested in the topic you are writing about and make sure you focus on that enough to draw them in.
  - Try to include something in the Blog that is new or original that will make the target group talk about the Blog and share it with others.

### 3. Know your topic, keep it short, keep it focused.

- About 500 words is the right length for a Blog.
- Think about why should someone who doesn't currently care about your topic should become interested in it?
- Use a journalistic writing style rather than a scientific/academic one. If you are not sure how to do this look at some previous EBN [Blogs](#) and copy the style.
- Make sure the Blog has a take home message. You should know what this is before you start writing so draw the reader towards it.
- Make sure the Blog is about a single topic, keep the focus tight.
- Remember to add a list of any references you have cited at the end of the Blog. You may also want to add in some sources of additional information for readers who want to find out more about the topic.
- Where appropriate include hyperlinks to journal papers including those published in EBN or previous EBN Blogs.
- Be careful about use of humour – it is difficult to write something that most people will find funny.
- Write the Blog ahead of time so you can return to it and edit before publication. Ask other people to read and/or edit it – be ruthless – you are aiming for short, snappy, engaging, and focused. The EBN editorial team are also happy to provide feedback on Blogs prior to publication.
- Ask a friend to read your blog critically. Ask them to edit out unnecessary words, help to craft great sentences, and warn you if you stray off topic.

### 4. Add subheadings and images to break the page up

- Try to break the blog into paragraphs, Use subheadings to draw one or two paragraphs together.
- Use bullet points if you're are making a series of closely related points.

- We like to include a head and shoulders photo of the person writing our Blog so please email this to the member of the editorial team uploading your Blog.
- If you have a Twitter account include this in the Blog as well as your place of work.
- If you want, you can Include other pictures in the Blog too but this is not essential. Pictures used must be copyright free. A good source of copyright free images is [Pixabay](https://pixabay.com/).

#### **5. Add a call to action**

- You may want to include a call to action in your Blog.
- What do you want people to do who have read your blog?
  - Tell other people about it because ...
  - Spread the key message because it is important because ...
  - Join you in a campaign or in joining a network or group
- Try to make the call to action motivating – give your readers energy.

#### **6. Advertise**

- The EBN team will tweet (@EBNursingBMJ) and put posts on Facebook (BMJ for Nursing) to advertise your Blog.
- Consider retweeting or liking these posts to increase the reach of your Blog.
- You might also want to post about your Blog on Twitter and Facebook yourself.