

Science writing for blogs and other outlets

Course overview

This course will teach participants all they need to know to get started in blogging as well as enabling those already familiar with this medium to hone their skills. Participants will gain an understanding of what can be achieved by writing blog posts and a knowledge of how to blog effectively. In particular, the course will look at how to write about research in a lively, engaging way that doesn't dumb down the science and how to get blog posts noticed. Many of the techniques that will be taught here will be applicable to different forms of popular science writing, such as press releases and web page content.

Provisional programme

10am-10.30am: *Welcome, introductions and why communicate?* The benefits of blogging about your research. Emma Weitkamp

10.30-11.15am: *Picking out the story from your research.* What makes a good story and how do you spot it? Andy Ridgway

11.15-11.30am: Break

11.30-11.45: *How to grab readers' attention and basic blog structure.* Andy Ridgway

11.45-12.15pm: *Creating a narrative – different ideas and approaches.* Emma Weitkamp

12.15-12.45: *Getting started – writing your own blog.* Participants start writing their first blog about their own research. Emma Weitkamp and Andy Ridgway

12.45-1.30pm: Lunch

1.30-2.30pm: *Writing for your audience .* Who are you writing for and how does this change what you write? Andy Ridgway

2.30-3.15pm: *Writing about risk and uncertainty in health care.* Emma Weitkamp

3.15-3.30: Break

3.30-4.30pm: *Getting your blog seen.* The basics of search engine optimisation and how to use social media to promote your blog. Andy Ridgway and Emma Weitkamp

4.30pm – 5pm: *Summary and closing remarks*



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