

# Guide to *better blogging*

## ***TOP TEN (+1) TIPS***

- 1. A blog is a “personal Website where you can publish posts frequently about your preferred topics”. Write in it regularly.**
- 2. Scientific and academic blogs are becoming more valued and important every day. Try to create a blog with original content and give your personal and particular point of view about your experiences, research, work, projects, activities... Write always about you know best, your specialized field or your student life.**
- 3. A blog is an easy means of communication that allows you to be connected with friends, colleagues, partners and an anonymous public: always allow and encourage comments to your posts, try to create dialogues and debates. Maintain a living and interesting site.**
- 4. Try to be polite and respect others’ points of view: your blog represents your digital identity and it always will be your cover letter to the rest of the world. You will get many more readers if you talk in a cordial and relaxed tone.**
- 5. Do not write not in academic language, but in language that is simple and accessible to everybody.**
- 6. Use informative titles and put keywords (important words that could define the content of the post) in the title and in the first paragraphs.**
- 7. Add multimedia. A blog with only text is really boring and will not get a lot of visitors; if you include videos, presentations, audios and images the result can be amazing.**
- 8. Link to all the news, sites, publications or posts that you come across in your blog. Do not ever be afraid of linking! Link to your partners’ blogs, to recommended resources, KSU’s main page, other interesting Websites, also, create a blogroll with your most important links in a visible place.**
- 9. Use a news feed like Feedburner and put the RSS icon in a very visible place in your blog (better in the upper right).**
- 10. Participate in Web 2.0: leave comments in other blogs (with your sign and your URL blog), join in social and scientific networks, use services 2.0 (youtube, flickr, goear...), add your content and link to your blog.**
- 11. (and, sorry, try to write in English)**

