



## **Blog Guidelines**

Word limit: 500-750 words. Longer blogs of no more than 2000 words will be considered by agreement of the editors. Longer blogs would be appropriate for topics that require more background to make the posts relevant to the wider audience.

Posts should include titles that are precise enough to inform the reader about what issue considered in the blog.

It is essential that contributions provide relevant background information given that blog posts will have a multidisciplinary readership.

Contributions should be written in English and in accessible language that will appeal to readers from different fields of study. The blog is aimed at a multidisciplinary readership at all learning levels and contributions should be accessible to everyone. Technical language and jargon should be explained or otherwise avoided.

Posts should reflect original work, but we welcome contributions that aim to promote published research papers, ongoing projects and reflective reviews of lectures and events.

- Where the purpose of a post is to promote published material we recommend that rather than attempting to summarise the paper authors should focus on placing the paper into context, emphasising the importance of the argument, explaining how or why you decided to address the particular research question or difficulties in the process of researching or writing on the topic in question. This ensures that the post is engaging and effectively promotes the publication.

Please provide three to four keywords and an appropriate image with your post if possible – this can either be a picture of you or something appropriate to the topic. (Please ensure you have the appropriate permission for the image or that it is in the public domain.)



Referencing should be in the form of embedded hyperlinks in-text. Do not use footnotes or endnotes. We welcome the use of a wide range of sources – including more informal sources (e.g. newspaper and magazine articles).

See the below examples of recently published blogs on the CELLS website:

<https://www.dur.ac.uk/cells/briefing/?itemno=42806>

### **How to contribute**

All posts should be submitted as word documents and sent as email attachments to [camilla.m.pickles@durham.ac.uk](mailto:camilla.m.pickles@durham.ac.uk).

When emailing your post, please include in the subject line 'Blog: title of blog, author name' and indicate whether the blog post is particularly time sensitive. We endeavour to manage the timing of our posts to ensure maximum impact and engagement.

Our volunteer editorial team will be in touch as soon as possible. We are unable to provide an exact time frame for responses because our blog is run by volunteers. Please note that during busy periods in the academic year, it may take longer for our volunteers to respond.