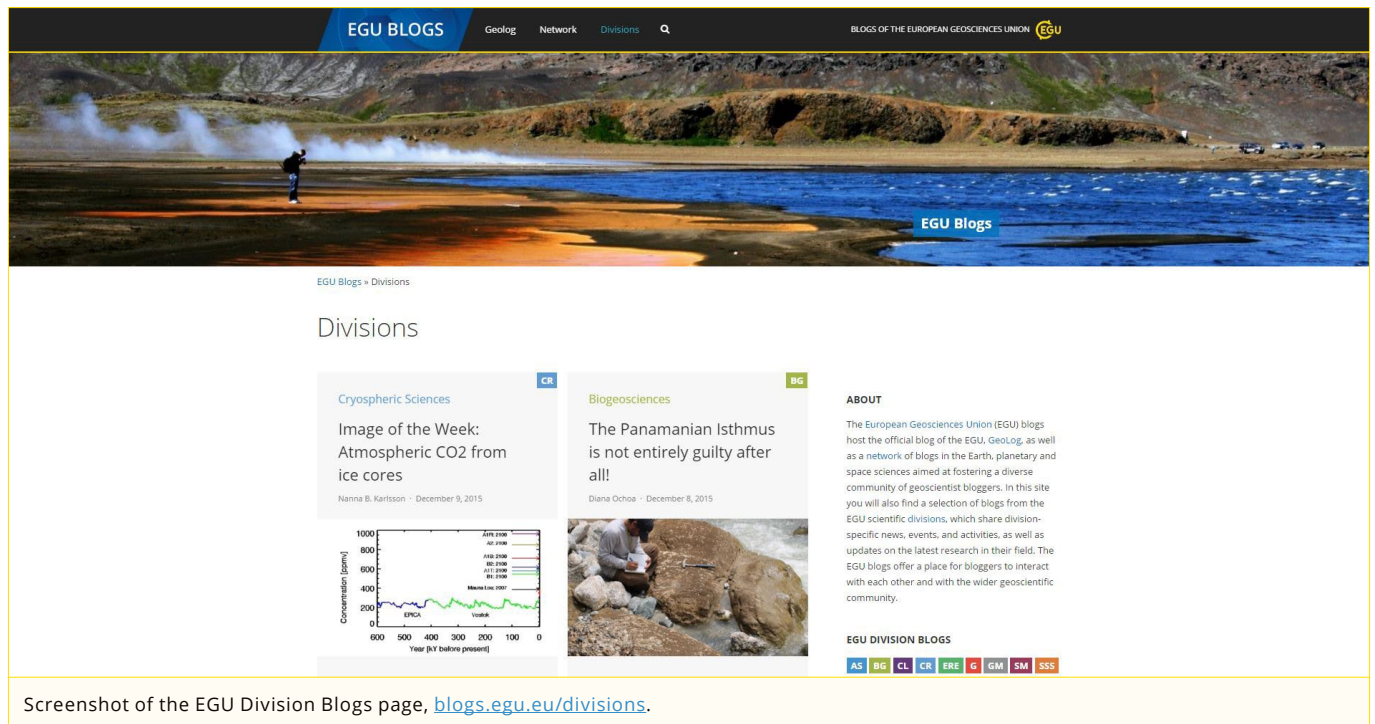


Guidelines for Division Blogs



The screenshot shows the EGU Blogs website interface. At the top, there is a navigation bar with 'EGU BLOGS' and links for 'Geolog', 'Network', and 'Divisions'. Below the navigation bar is a large banner image of a geothermal landscape with a person standing near a blue and orange hot spring. The main content area is titled 'Divisions' and features two featured blog posts:

- Cryospheric Sciences (CR):** 'Image of the Week: Atmospheric CO2 from ice cores' by Nanna B. Karlsson, dated December 9, 2015. It includes a line graph showing CO2 concentration (ppm) from 600 to 0 years before present. The graph shows a steady increase from approximately 280 ppm in 1800 to over 400 ppm in 2015, with a sharp spike in 2015.
- Biogeosciences (BG):** 'The Panamanian Isthmus is not entirely guilty after all!' by Diana Ochoa, dated December 8, 2015. It includes an image of a person examining a rock sample.

On the right side, there is an 'ABOUT' section explaining the purpose of EGU blogs and an 'EGU DIVISION BLOGS' section with a row of colored buttons representing different divisions: AS, BG, CL, CR, ERE, G, GM, SM, SSS.

Screenshot of the EGU Division Blogs page, blogs.egu.eu/divisions.

The [EGU Division Blogs](https://blogs.egu.eu/divisions) complement our official blog, [GeoLog](https://www.egu.eu/geolog), and showcase the work being undertaken within individual EGU scientific divisions. The division blogs work similarly to other [EGU blogs](https://blogs.egu.eu), with all pages having a unified design and general theme – Earth, space and planetary sciences – but with each division being responsible for the content of their own blog.

The set-up of Division Blogs is undertaken by the EGU webmaster and the EGU communications officer in collaboration with the appointed blog editor. Details of how to set-up a blog are available in an accompanying document. Please contact Laura Roberts (networking@egu.eu) if you are interested in receiving more information.

Best practices

The divisions have full editorial control over the content on the blogs. However, it is worthwhile highlighting some best practices which should be kept in mind when preparing posts:

- The Division Blogs should represent the broad spectrum of disciplines within their division and present the breadth of research being carried out in each division
- While opinion-style posts are not discouraged, these should be approved by division presidents prior to publication, to ensure the content is not seen to misrepresent the views of the division, particularly if they might be seen as presenting a controversial opinion.

- If blogging about a research paper, always link to the original article. Give preference to articles published in open access journals, such as the EGU journals, as not all readers may be able to read a paper published in a closed-access journal.
- When blogging about recent scientific results, please make sure it is peer-reviewed research; if the paper is still undergoing peer review, please mention this in your post.
- Give full credit to images and videos used in posts. Additionally, ensure your chosen image/video is licensed to be reused, or that permission to reproduce it is granted by the author/owner of the image copyright (contact [Laura Roberts](#) for a list of sources where copyright 'free' images can be found).
- Once you publish a post it is also best practice to share it across social media channels (Facebook, Twitter, Google+ and LinkedIn) so that it has the best chance to reach a broad audience – for wider impact we recommend sharing the post more than once featuring a different aspect of the article and different images too.
- As is best practice, do not post any content that is unlawful, harmful, hateful, libellous, defamatory, or otherwise objectionable, on social media or the blogs.

General blogging tips

Attracting and canvassing guest bloggers will enhance the blog. It is also a great way to generate relatively quick content for the blog, while at the same time offering division members a way of getting involved. Don't be afraid to [advertise calls for guest bloggers](#), both on social media and the blog itself.

When approached by a potential guest contributor, or when inviting someone to write a post, please consider sharing with them the [general blogging guidelines we feature on GeoLog](#). These outline important things to consider when preparing a blog post, such as length of the post, use of images, language to use and the how to use references.

Here are some external resources with blogging tips you might find useful too:

- [Tips for academics on blogging and social media](#)
- [How to write about your science](#)

Tips for regular blogging

Being consistent and blogging regularly is one of the key aspects to having a great blog with a regular following. Here, we collate a few tips and suggestions for generating content easily and (relatively) quickly. As experienced bloggers, some of you may already be familiar with the suggestions below, but we hope some of the content may be useful, even if not new.

Regular features

These are great for a number of reasons: First, they mean you don't need to fear the dreaded blogger's block which can lead to a lack of ideas, lack of posting and consequent dwindling readership numbers. Second, they encourage you to update your blog regularly, no matter what! Finally, they can act as a great hook that has the potential to draw in more readers.

How regularly you post these, is up to you. Weekly works well, as it ensures very regular content, but features which might require a bit more work may be best posted fortnightly or monthly. Once you've chosen the frequency of the feature, be consistent: your readers will know when to expect it, and will look forward to reading it. If you stick to your schedule you'll build trust and a regular following.

Further down we've given some ideas for blog posts – many of these could be adapted and used for regular features! However, some things work really well as regular features so we explore those in a little more detail next.

- **Photo blog posts** – find a great geo-themed image (imaggeo.egu.eu is a good source) and blog about it. The post can [be detailed](#) or simply an [image with a short description](#), you can mix up the format (long, short, more than one image, dependent on the time you've got to dedicate to the post) but the key is to post regularly on a weekly/fortnightly/monthly basis.
- **Video blog posts** – same as above. You might consider making these yourself but most likely is that you find them online. No problem with re-posting these, just make sure you credit the original source fully.
- **Highlight papers** – as you trawl the literature in your field to keep up to speed with the latest developments, pick a paper and highlight it on your blog. Add a few lines as to why you thought it was interesting; maybe even write a summary if you have the time.
- **News round-ups** – searching for news can be time consuming, so to keep it manageable: consider selecting the top three, five or ten news stories of the week and highlight them in a list. For some inspiration, check the news round-ups on other websites, such as [Science-Seeker](#).

More blog post ideas

There are many types of posts you can choose to feature on your blog. Below is a list of ideas you can draw inspiration from:

- **Book reviews**
 - **Research article summaries**, or if you are feeling brave, a review
 - **Summaries/comment on research that is 'newsy'** in your field
 - **Interviews with other scientists** (à la [GeoTalk](#) in GeoLog, or [Ten Minute Interviews](#) in Geology Jenga) – this also works as a monthly/bimonthly feature
 - **Field work** – blog about what you are doing when you go on field work. [Consider making this into a series if you are going away for a while](#).
 - **Lab Work** – as per above
 - **Conferences** – what are the most exciting developments happening at the current or next conference you are attending?
 - **Workshops** – to advertise upcoming ones to your peers or to tell people about your experience
 - **How to** – describe the methodology behind some of your research. For greater impact add images (or even video!) of yourself carrying out an experiment or research task.
 - **How do** – some of the most popular social media posts on the EGU pages are those which describe how things work (for instance, the science behind turbidity currents). Unpick the science behind some of the key aspects in your field; if you can get your hands on some cool graphics, or footage, even better!
 - **'Crowdsourced' post** – pose a question to your peers, colleagues, social media followers, and anyone else you can think of, and collate the answers to create a blog post
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- **People to follow** – a list of your favourite blogs/social media people to follow...
- **'Best of' post** – this works well at the end of the year as a round up or to celebrate your 'blogging anniversary': a list of your most popular or favourite posts. You could also group posts of a similar theme or topic and publish this at other times of the year.
- **Polls/Surveys** – get ideas from your audience. There are two ways you could use this:
 - First, you could do something similar to what the EGU network blogger Matt Herod has done on GeoSphere with [GeoPolls](#), where he seeks readers' opinions on certain topics to drive discussion and engagement.
 - Or you could use polls/surveys to gather information from your readers about the sort of content they'd like you to share in the future. This could help you get ideas for future content and more posts.

If your blog has an active comments section and your audience engages with you, why not tap into this? Create blog posts which answer the most common questions from your audience.

Are you active on social media? Why not use the most interesting questions from people you engage with via these platforms to kick start a blog post?

This also applies if you take part in science outreach and communication activities. What are the most common questions you get asked about your research and field work during these events? Why not turn them into a blog post? Chances are your readers are also interested in the same topics.

Are you writing for other blogs or publications? Why not cross post your articles? This will save you time but mean that your EGU blog still has a regular content stream even when you aren't writing 'bespoke' features for it. Just remember to add a by-line at the end of the post indicating that it was published elsewhere first: [EGU network blogger Simon Redfern has done it in the past](#).

Finally, it's worthwhile taking a look at what other science bloggers are writing about. Their posts and blogs might inspire new ideas and content for your own blog.

If you have any questions about blogging, or any other information within this document, please contact the EGU Communications Officer, Laura Roberts (networking@egu.eu).
