

Lost in Translation?

How to Write a Blog Post

Engage public audiences with clear, accessible storytelling.

1

Writing Style

- Use plain English
- Short sentences
- Conversational tone
- Include examples and case studies
- Be transparent about uncertainty

2

Structure

- **Hook** – Why it matters
- **Context** – What need you address
- **What you did** – Brief overview
- **What you found** – Key insights
- **Why it matters** – Public relevance
- **Takeaway** – One clear message

3

Do's

- Tell a story
- Keep paragraphs short
- Use an active voice
- Link to more detailed research
- Use keywords for Search Engine Optimisation (SEO)

Don'ts

- Don't replicate your abstract
- Don't overclaim
- Don't assume prior knowledge
- Don't skip the takeaway
- Don't exceed 800 words

4

Ethics and Visibility

- Use participant quotes carefully
- Avoid identifiable details and/or gain permission
- Tag keywords
- Publish on thematic blogs
- Rework and resubmit if declined

5

Why public engagement matters

- Increases awareness and understanding
- Public participation in research
- Reaches wider audiences
- Builds academic and public profile

Public Engagement with Research (PER): exeter.ac.uk/research/publicengagement/

Reputation Accelerator: exeter.ac.uk/staff/reputation-accelerator/

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