



BLOG WRITING

6 BASIC STEPS TO WRITING A SOLID BLOG

As part of #CAAW19, Clinical Audit Support Centre are inviting guest blog articles to our new QI website. This infographic provides more details if you want to write a blog for us (or anyone else!) Our blog page: <https://stephen16047.wixsite.com/website>

DON'T BIG YOURSELF UP, BUT DO PROMOTE SHAMELESSLY

Blogs where authors blow their own trumpet aren't our cup of tea! Who wants to hear 'I've done this', 'I've done that'! We like blogs where people share experiences for the benefit of all but in a very matter of fact way. Meanwhile, you need to get your message out as far and wide as possible so use all communication channels available to spread the word!

IT NEEDS TO BE FACTUAL & ACCURATE

Remember, a blog is typically written in an informal or conversational style. However, readers dislike sloppiness at any level. Make sure spelling and grammar is accurate and ensure any facts you include are correct. Figures need to be right. Also make sure that your blog is written in a straightforward style. Complex blogs using words that people have to look up will be a turn-off to your readers.

BE CONTROVERSIAL

'Revolution not evolution' is a famous Alan Partridge quote. Actually, Mr. Partridge would probably write blogs that would generate a sizeable readership! We are not advocating you take a bigoted position on things, but sitting on the fence when writing a blog is not a good look. A high quality blog generates discussion.

START WITH A MEMORABLE TITLE

The first thing that people will see when they look at your blog is the title. Therefore, it goes without saying that this needs to be catchy and memorable. 'Update on national audit' sounds dull... 'How can we revolutionise national audit' is far more likely to persuade your audience to read on.

KEEP IT SHORT AND SNAPPY

People are busy, busy, busy. When it comes to NHS and healthcare staff we can replace that with super busy! For our blog we limit articles to a maximum of 500 words which typically equates to a 'read-time' of less than 3 minutes. Ideally a read-time of 2 minutes is preferable. You should aim for: short, snappy and to the point.

WRITE A CAPTIVATING INTRO

As noted above, the title you choose is vital, but so are the opening 50 words! Your readers have lots of things vying for their attention, so you need to hook them early and make them want to read on. It is also worth adding an interesting image, diagram (non-complex) and/or photo to generate further interest. Make it MEMORABLE!!!

