



# Bristol Poverty Institute (BPI)

## Blog Rules and Guidance 2023



### Basic info

BPI blog link: <https://bristolpovertyinstitute.blogs.bristol.ac.uk/>

Blog editor and coordinator: Joe Gillett ([bristol-poverty-institute@bristol.ac.uk](mailto:bristol-poverty-institute@bristol.ac.uk))

UoB blog help topics: <https://help.blogs.bristol.ac.uk/see-all-help-topics/>

### BPI blog guidance

#### BPI blog purpose

- The primary purpose of the BPI blog is to raise awareness of poverty-related research and activities being undertaken by the University of Bristol research community, to increase our profile as a leading poverty research institution.
- The primary audiences are:
  - Prospective future research partners (academic and non-academic)
  - Research users (e.g. NGOs and policy-makers)
- Blog posts must relate clearly and directly to poverty-relevant issues; however, they can explore any aspect or disciplinary approach to this. Examples of blog posts include:
  - Reporting poverty-relevant research projects and/or impacts which involve the University of Bristol research community and/or friends of the Bristol Poverty Institute.
  - Reflecting on poverty-relevant news stories, legislation, or policy changes.
  - Reviewing and sharing resources, including poverty-relevant toolkits, video, and other outputs.
  - Summarising poverty-relevant events and activities at the UoB.
  - Sharing stories of personal experiences of advocacy or voluntary work.
  - Celebrating other relevant news or successes at the UoB.

#### Style

- **Title:**
  - Aim to use narrative titles – a single sentence that sums up the main argument of the article. The more descriptive and catchier the title, the more likely the article is to be read.
  - Try to avoid questions.
  - Try to keep titles to 15 words or fewer.
- **Blog posts:**
  - Blog posts should generally be between **300 and 500 words** long.
  - Longer posts of over 800 words are good for in-depth discussion/analysis on a particular topic, but should be used more sparingly.
  - Avoid posts between 500-800 words. Research shows that “*this length lacked both the focus and share-ability of a short piece and the pay-off of a longer piece.*”
  - Longer posts should have headings, to assist with readability.
  - Images are encouraged, but must have ‘alt text’ for accessibility.

## Writing Tips

- The most widely read blog posts are written in a more natural style, so we recommend that you try to avoid acronyms and academic terms, such as Latin words, or specific terminology that may not be well known outside disciplinary circles.
- It's hard to read large chunks of text on the web. Use short paragraphs made up of four or five sentences maximum, and use headings where appropriate.
- As with journalistic pieces, 'lead with the best.' Don't save your main argument or analysis for the end of the post; instead, start your article with your key points and then expand on them later.
- Write your article as a standalone piece, even if it summarises material in a longer paper or journal article. Try to present all of your argument and evidence within the text and avoid relying too heavily on information contained in external sources.
- Links are the lifeblood of a successful blog. It's not only very good etiquette but also vastly improves the chances of people finding your posts.
- We use links rather than citations for references. Links should direct readers to more detailed reports or other pieces of research, news items or other blog posts. Open access sources are preferable compared to those behind paywalls.

## UoB Moderation Rules

Don't post anything that:

- Is inappropriate (abusive, offensive or disruptive)
- Is off topic (to the original content or the current conversation)
- Contains personal information (either your own or someone else's)
- Puts children at risk.
- Is illegal, or glamorizes illegal activity.
- Is defamatory (damaging to someone else's reputation)
- Is in contempt of court (anything that could affect the outcome of a court case)
- Infringes anyone's rights (including privacy rights)
- Is posted for your financial gain (advertising, sponsorship etc.)
- Contains spam.
- Contains links to content that can't be seen easily, or may be unsafe (viruses, spyware, paywalls etc)
- Or doesn't comply with the University of Bristol's [Terms of Use](#).

## Contact

For any queries, please contact the BPI blog Administrator, Joe Gillett, via [bristol-poverty-institute@bristol.ac.uk](mailto:bristol-poverty-institute@bristol.ac.uk).