



International Research Partnerships (IRP) Blog Rules and Guidance

Basic info

IRP blog link: <https://irp.blogs.bristol.ac.uk/>

Blog editor and coordinator: [Samantha Barlow](#)

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

IRP blog guidance

IRP blog purpose

- The primary purpose of the International Research Partnerships (IRP) blog is to raise awareness of international research partnerships activities at the University of Bristol through the [IRP portfolio](#), and to showcase the activities undertaken by University of Bristol academics and their international partners.
- The primary audiences are:
 - Prospective applicants and international visiting researchers.
 - Research users, including those from policy and practice.
- Blog posts must relate clearly and directly to collaboration between University of Bristol researchers and their international research partners. As an example blog posts can include:
 - Reporting on the research activities that took place during a research visit through the IRP schemes, and plans for the collaboration going forward.
 - Outcomes, outputs and impacts emerging as a result of the collaboration.
 - Reflections on the visitor's experience of coming to the University of Bristol, including working with their host, living in Bristol/UK, and/or their experience of the scheme itself.

Style

- **Title:**
 - Aim to use narrative titles. The more descriptive and catchier the title, the more likely the article is to be read.
 - 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."*
 - Images are encouraged. Alt text must be provided for all images.



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. Headings should be used in longer posts to break up the text.
- 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 glamourizes 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 IRP Officer Samantha Barlow on <mailto:irp-admin@bristol.ac.uk>