Introducing Elsevier's SciTech Connect Blog for Science and Technology Books:

We are delighted to be launching the Elsevier Science and Technology Blog, known as SciTech Connect, which can be found at: www.scitechconnect.elsevier.com

This blog will be a powerful tool for promoting your book digitally, while also enhancing your online visibility and standing among your peers and experts within your community. Blog posts will feed out to thousands of fans on our social media pages, optimize discoverability, drive customers to Store.elsevier.com, and provide an online community for the science and technology world to engage, discuss and interact.

If you are interested in partaking in our SciTechConnect blog, our community marketing managers can easily assist you in the blogging process. Here are some blog writing ideas and tips to get you started:

Blog writing ideas:

- Write about **your new book!** Here's your chance to tell everyone why your book is the best out there. What problem(s) does it solve for the reader?
- **Write about yourself, your passions and why you got involved in your field**. Your book tells the "how" but your blogs can be more personal, telling the story about **"why".**
- Write about a **topic in your industry** on which you can provide some thought leadership.
- A **current event** that you have an opinion on where you can provide some insight.
- **Conference, event or speaking engagement** you attended.
- A **Review** or **Q&A** section, where you field/answer questions from other industry experts or peers.
- Anything else you think would be of interest to your audience. We welcome creativity!

Blog writing tips:

- Blog posts are typically **400 – 600 words**. (However, posts may be anywhere from 200-1,000 words)
- If you're writing on a specific topic, be sure to use **keywords** throughout the post and in the title. We will use these keywords to "tag" your posts and this will enhance the discoverability of your post.
- Don't be afraid to **be honest and opinionated**. The blog is meant to be a community of like-minds; we encourage healthy dialogue about topics of your choice.
- Please **provide an image**. Having an image at the top of your post will increase its readership substantially.

For more direction and details on effective blog writing, ProBlogger has an excellent library of resources at the following link: http://www.problogger.net/how-to-write-great-blog-content/

Additional Content:

- In the blogosphere, **content is king**, so any additional material you can add to a blog post does wonders for **increasing viewer engagement, site duration and viewer retention**.
- This additional content can include: photos, drawings, infographics, videos (interviews, demonstrations, etc…) or even questions for audience members to comment on.
- Keep in mind the visual nature of the web, and realize that most **viewers decide within 3-5 seconds whether or not they will stay on the page** or bounce off of it.

Connecting the Blog with Your Online Presence:

- One of the main goals of our blog is **to increase YOUR discoverability online**, but in order to do that, we need to know where you reside virtually, including any websites, blogs, social media accounts or pages that you use or are involved with.
- By providing us with your social media and online affiliations, we can **mention, share and leverage your networks** for even **greater online exposure**.
- All we need are @handles for Twitter, Facebook/Google Plus/LinkedIn pages and website URLs and our social media team will do the rest.

Submitting Your Blog Posts:

If you are interested in submitting a blog post, please send your blog entry proofed in a word.doc format with an image no larger than 400x400 pixels (additionally, if you'd like your post to be featured in the homepage "content carousel," include a feature image of 340x370 pixels) to either:

Stephen Fiedler – Chemistry, Computing, Engineering, Energy, Economics/Finance, Earth Sciences and Security

Community Marketing Manager, Elsevier S&T Books

s.fiedler@elsevier.com

Work Tel: (781) 663-5273

Twitter: @seeitbelieveit

Or

Caitlin York – Life Sciences, Biomedicine, Neuroscience, Psychology, Pharma, Forensics and Criminal Justice

Community Marketing Manager, Elsevier S&T Books

c.york@elsevier.com

Work Tel: (781) 663-5282

Twitter: @CaitlinYork_