

### Blog writing ideas:

- **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.

### Blog writing tips:

- Blog posts are typically **400 – 600 words**.
- If you’re writing on a specific topic, be sure to use **keywords** throughout the post and in the title.
- 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 viewership. Include media such as photos, videos, links and recordings.
- 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.
- 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 our community managers:

Stephen Fiedler - [s.fiedler@elsevier.com](mailto:s.fiedler@elsevier.com) (Twitter: [@seeitbelieveit](https://twitter.com/seeitbelieveit))

Happy Blogging!