



ESI Blog Guidelines and Frequently Asked Questions

Blog Guidelines

Thank you for being interested in this blog!

The intention of the blog is to share current literature in an easy to read, fun format. We are excited to partner with pioneers like you and develop a blog that delivers scientific information- in an easy to understand way for the general public.

Please review these blog guidelines and suggestions **before** pitching content topics:

We aim to encourage content that is thoughtful, original, provides unique perspectives, is trustworthy, valid and reliable. Please be sure it is Evidence Based- add in your references.

Provide actionable guidance that leads to trust and reputation. Use language that is easy for everyone to understand- limit technical jargon

Keep it Clean

This is a peer-reviewed journal blog, so sensitive, confrontational, political or potentially offensive content will not be shared.

Keep it Interesting

Aim to keep 1,000-2000 words in your blog posts. Use headers, sub-titles, and bullet points as necessary to allow readers to easily search topics. If you have images or graphs to include, please share those as well!

<https://marketingthink.com/how-to-build-the-perfect-blog-post-blueprint/>

Visuals!

Think about relevant photography, infographics, charts, graphs, visuals (if you don't have specific images you want attached, that's fine. We are happy to supply stock images as needed).

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When submitting images, please indicate the source of the image.

Keywords are important

We recommend a headline of 60 characters or less. Make it unique and reel them in!

Frequently Asked Questions

Can I write multiple blogs?

Yes! Please keep in mind topics must be approved before submitted. There is no limit to the amount of submissions you make, so if there are multiple topics you'd like to cover we welcome you to write more! Also, watch for our monthly topics of choice.

Is every blog submission accepted?

Generally, all submissions are welcome, but updates or adjustments may be required to keep the material appropriate to monthly topics.

What topic should I write about?

You're welcome to cover any subject you're passionate about – hot topics, ideas, trends, current research that is pending- anything your peers would find interesting. You are the expert in this area!

When is the deadline?

The timeline is flexible (no complicated deadline), but we ask you to let us know the subject you have selected and your approximate completion date so that we can arrange our calendar. We may also have monthly topics that calls for certain specialty topics may occur.

Can I collaborate with a colleague?

Yes! We welcome collaborations.

Will you let me know when my blog is posted?

Yes! Please let us know your handles on Twitter/LinkedIn or other social media so we may tag you as well.

Can I share my blog with colleagues/on social media?

Please do! Be sure to tag @europe.scientificjournal

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When sharing on social media (give us a follow too, if you're so inclined).

Twitter:

> <https://twitter.com/EuropeanSj>

> Academia.edu

> <https://euinstitute.academia.edu/EuropeanScientificJournalESJ>

> Facebook:

> <https://www.facebook.com/pages/European-Scientific-Institute/154043224805008>

> LinkedIn:

> <https://www.linkedin.com/company/9195368?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A9195368%2Cidx%3A4-1-7%2CtarId%3A1479072904399%2Ctas%3Aeuropean%20scientific>

If you have additional questions, please feel free to reach out anytime.

Sincerely,

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HOW TO STRUCTURE BLOG POSTS

your readers want to read



PRE-PLANNING

1. Who are you writing for?
2. How does it help?
3. Actions?

THE HEADLINE

1. Is it clear?
2. What will readers get from it?
3. What are you making them feel?

TITLE



THE INTRO

Tell a story
Ask a question
Share a statistic

REST THEIR EYES

Break up the text by sharing an image or graphic, or including a social media call to action, e.g. a click to tweet quote.



BODY WORK

- Background
- Social share
- List
- Rest their eyes

CONCLUSION

- Application + example
- Call to action
- Question + connect



Source: silvertonguetranslations.com

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