



**BECOME A BLOGGER**

**BE CREATIVE**

**WRITE ABOUT THINGS THAT YOU ARE STUDYING**

AS PART OF OUR ONGOING STRATEGY, THE KEC PUBLISHES REGULAR BLOGS ON THEIR WEB PAGES. TO ADD TO THE VARIETY AND CONTENT OF THESE, WE ARE LOOKING FOR BUDDING (OR ESTABLISHED!) BLOGGERS AMONGST OUR STUDENTS (AND STAFF!). IF THIS IS YOU, TALK TO BRUCE FOR MORE DETAILS, OR MAIL HIM WITH AN EXAMPLE OF YOUR WORK

**What does a good blog look like?**

- It is engaging and interesting
- It is current and or topical
- It is punchy and short in its delivery (400-500 words)
- It is thought provoking
- It should express your opinion
- It carefully considers its audience (those that will be reading it)
- [For publication on the KEC site, keep it related to education, learning, things that you are studying, careers, interviews, employability, etc.]

**What should I avoid?**

- Avoid something that everyone is talking about, unless you have a new perspective
- Avoid too much technical jargon
- Don't be too academic; prose should be designed to engage the reader, not show how clever you are
- Writing thousands of words!
- Avoid being bland or 'sitting on the fence'

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WE RESERVE THE RIGHT TO EDIT ARTI(LE)S THAT ARE SUBMITTED AND EQUALLY CANNOT GUARANTEE PUBLICATION - THERE CAN BE A FINE LINE BETWEEN EXPRESSING AN OPINION AND BEING TOO CONTROVERSIAL

**WE WILL BE  
AWARDING PRIZES  
FOR THE BEST  
BLOGS AT THE END  
OF THE YEAR!**

