

Bristol Institute of Learning and Teaching

Writing a BILT Blog Post

These guidance notes are intended to support you in writing a BILT blog post.

Purpose

The purpose of the BILT blog is to develop a community within higher education where readers can learn, explore and discuss approaches to teaching and learning. Our intention is that blogposts will encourage readers to share opinions, highlight research and inspire good practice and innovation.

Format and style

We advise that blogs:

- Are between 300 - 1000 words in length.
- Are concise, to the point and clearly communicated.
- Are informal and use conversational language.
- use images, tables, charts and non-text content if they assist in communicating your content.
- Avoid longer words or phrases.
- Avoid subject-specific and technical language.
- Contain short paragraphs, headings and subheadings for easy scanning.
- Use chunking, bullet points and numbered lists, where appropriate, for easy reading.
- Make use of links, where appropriate, to source data or further information.
- Avoid acronyms, unless it is considered that they would be obvious to the reader.
- Should complement the BILT communications tone.

Content

We are looking for blog content which:

- Showcases teaching innovation taking place at UoB
- Utilises examples for practical application
- Uses tools and practical advice which can be easily applied by the reader
- Encourages reflective learning
- Includes a call for action: encouraging the audience to do something as a result of reading the post and thereby creates an active network
- Poses a question or encourage comment
- Is descriptive and provides a commentary

Audience

Blogs will be published on the BILT WordPress Site (<http://bilt.online>) and will be read by academic and professional services colleagues, as well as students and the general public. The blog will be accessible via web search and are therefore, not a private University of Bristol resource. As a consequence, please be mindful that your blog can be accessed by anyone and therefore remain politically neutral and not directly critical of the University and its policies and practices.

There is opportunity for readers to comment on your blog – we will inform you if there is a comment but please keep an eye on your post afterwards!

Submitting a blog

Please submit your completed blog post (in Word document format) to bilt-info@bristol.ac.uk. Blogs will be reviewed by a member of the team and you may be asked to make small changes or clarify something. We will also proof-read your blog.

Once all parties are happy we will post it to our site and let you know. We will promote it as part of our BILT Briefing and we encourage you to promote it within your network.

Please also share any images you have which are relevant to your blog content and help make it appealing to our readers.

Queries

If you have any queries about contributing to the BILT blog, please contact Amy Palmer at bilt-info@bristol.ac.uk.