

Blogging for Science

Blogging provides you with a regular, longer-format means of talking about your science. The best bloggers are excellent storytellers who incorporate photos and other graphics into their posts. They also post regularly, respond quickly to comments, and engage readers in conversations around their content.

While blogs can be rewarding, starting and maintaining your own blog requires a considerable time investment. Here are some tips on getting started:

- **Do your research:** See what's out there already and decide if the medium is right for you.
- **Have a goal.** Why do you want to do this?
- **Plan it out.** You'll need to plan not just your specific message per post but the overall theme of your blog. Choose an interesting title that reflects the theme.
- **Post a lot.** Not every post has to be long, but you should post something new at least once a week. (Remember that you can solicit guest posts, too.)
- **Know your audience:** Science blogs are mostly read by other scientists. If you want to reach a broader audience, mediums such as Twitter and Instagram have a farther reach.
- **Research platforms:** There are a ton blog-hosting sites (e.g. WordPress and Wix). Most of the platforms are fairly similar. One big consideration is: do you want the domain name?
- **Catch the eye.** Make post titles interesting and use striking images (your own or those in the public domain). Be sure to follow all copyright and attribution requirements.
- **Draw them in.** Tell the stories behind your research or the stories of your research, but make sure you create a narrative that will capture readers' interest.
- **Watch your comments.** Make sure that no comment thread gets out of hand and respond regularly to the (reasonable) comments you receive. Social media is interactive; readers will visit more if they know you're responsive to them.
- **Promote your blog.** Use your connections—from list-servs and word-of-mouth to other social-media platforms—to promote your blog.

Don't want to create your own but still feel blogging might be a good medium for you? Consider writing a guest post for AGU's science-communication blog [The Plainspoken Scientist](#) or policy blog [The Bridge](#).



Starting a Science Blog



What's your goal?

Who is your intended audience?

What platform are you using and why?

How will you draw people in?

What's your comment-response plan?
