PolicyBristol Hub general guidelines

Blogs are an excellent way to communicate your research findings to a broad audience which goes beyond academia, in a short compelling way. Findings can be published in a timely manner without the need to wait for journals. Blogs can be shared widely online, supported by other forms of social media such as Twitter.

Audience and style

When you are thinking about writing a blog, you need to know your audience as this will affect your style, language choice, and purpose.

- Keep text brief and meaningful
- Avoid acronyms and academic/specialist language
- Use short sentences and paragraphs
- Put the most important messages first
- Use the active voice wherever possible

Did I catch your eye?
Always use headlines that grab attention – if the headline is full of jargon or overly wordy, people will click away.

Use images that illustrate what you are talking about
Remember to attribute the image if it requires crediting (not all do). A large number of free images which can be used under the creative commons license can be found here: http://bit.ly/1hWiqhF. Do check the usage rights of images.

Now think of the loveliest house in your neighbourhood. Who should get that house? Again we might say, the person who deserves, needs, or is entitled to it. Is the neediest person a Syrian refugee, disabled pensioner, or single parent? Is the most deserving person a nurse, teacher, or social worker? Is the most entitled person a British citizen, someone who has spent ages on a waiting list, or simply the person prepared to pay the most for it?

— House For Sale Signs on River Bank, viewed from Low Road, Oughtibridge. Credit – Terry Robinson/Geograph.org.uk

Use Sub-Headings to break up the text
Sub-headings help the reader to know exactly what they will be reading in the paragraph/bullet point list that follows.

The Labour legacy

Nevertheless, anti-racism and multiculturalism in Britain still required governmental support and commitment. The first New Labour term between 1997 and 2001 has probably been the most multiculturalist national government in Britain – or indeed Europe.

Keep the paragraphs short. Keep the blog short. 250 words minimum, 1000 words maximum!

The key point is that theory and research, to date, have not offered very much help to social work practitioners in relation to understanding and assessing capacity to change.

The C-Change approach, developed by Katie Riches and myself at the University of Bristol aims to fill this gap. Its central principle is that there are two parts to an assessment of capacity to change. The first involves understanding what helps and hinders change in individual parents. The second involves creating an opportunity for change and assessing progress. C-Change brings both of these elements together into one systematic approach.

Use bullet points and lists to break up the text and get your point across effectively and efficiently.

Third divisions within British politics have created political paralysis.
- *Leave campaigners had no plan partly because they did not really expect to win but mainly because they were themselves divided, most notably between closed labour markets (to control immigration) and an open economy.*
- *The Conservative party was/is also divided and consequently is conducting a leadership election rather than governing the country.*
- *Labour's internal civil war has reignited with a vengeance. Preoccupied with its civil war it is failing to fulfil its role as an Opposition party in Parliament.*
- *Profound divisions in Northern Ireland have the potential to re-emerge in an ugly way as the division of Ireland becomes once again a physical reality.*
- *The only party with a clear policy is the SNP: clearly planning to use Brexit as the means by which to achieve independence, thus signalling the end of the United Kingdom as we know it.*

Include links in the text (but not too many) so that your reader can find more relevant information about the topic if they wish. Make sure you use descriptive link labels within the text using the 'insert hyperlink' tool rather than 'Click here for further information: https://www….'.

Across the UK and more widely, there are moves to increase the number of women on boards. Some countries have quotas, such as Norway, Spain and Iceland. Some countries require companies to "comply or explain", as in the UK, Denmark and Sweden. Other measures are less explicit. The rationale is largely to improve female representation and increase board diversity in public and private sector corporate governance.

Along with Javier Garcia-Lacalle, a colleague from the Universidad Zaragoza in Spain, I undertook a study to look at the impact of greater female representation. We examined the influence of women on the boards of directors of NHS Foundation Trusts in England, and the resulting implications.