



Bristol Poverty Institute (BPI)

Blog Rules and Guidance



Basic info

BPI blog link: <https://bristolpovertyinstitute.blogs.bristol.ac.uk/>

Blog manager: Lauren Winch

UoB blog help topics: <https://help.blogs.bristol.ac.uk/see-all-help-topics/>

BPI blog guidance

BPI blog purpose

- The primary purpose of the BPI blog is to raise awareness of poverty-related research and activities being undertaken by UoB academics, to increase our profile as a leading poverty research institution.
- The primary audiences are:
 - Prospective future research partners (academic and non-academic)
 - Research users (e.g. NGOs and policy-makers)
- Blog posts must relate clearly and directly to poverty-relevant issues; however, they can explore any aspect or disciplinary approach to this. Examples of blog posts include:
 - Reporting poverty-relevant research projects and/or impacts which involve UoB researchers
 - Reflecting on poverty-relevant news stories, legislation, or policy changes
 - Summarising poverty-relevant events and activities at the UoB
 - Celebrating other relevant news or successes at the UoB

Style

- **Title:**
 - Aim to use narrative titles – a single sentence that sums up the main argument of the article. The more descriptive and catchier the title, the more likely the article is to be read.
 - Try to avoid questions.
 - Try to keep titles to 15 words or fewer.
- **Blog posts:**
 - Blog posts should generally be between **300 and 500 words** long
 - Longer posts of over 800 words are good for in-depth discussion/analysis on a particular topic, but should be used more sparingly.
 - Avoid posts between 500-800 words. Research shows that *“this length lacked both the focus and share-ability of a short piece and the pay-off of a longer piece.”*
 - Images are encouraged
 - You can upload and edit your images either from within posts or via the media library. Full instructions on editing your image settings can be found via the [Edublogs support guides](#).

Writing Tips

- The most widely read blog posts are written in a more natural style, so we recommend that you try to avoid acronyms and academic terms, such as Latin words, or specific terminology that may not be well known outside disciplinary circles.
- It's hard to read large chunks of text on the web. Use short paragraphs made up of four or five sentences maximum.
- As with journalistic pieces, 'lead with the best.' Don't save your main argument or analysis for the end of the post; instead, start your article with your key points and then expand on them later.
- Write your article as a standalone piece, even if it summarises material in a longer paper or journal article. Try to present all of your argument and evidence within the text and avoid relying too heavily on information contained in external sources.
- Links are the lifeblood of a successful blog. It's not only very good etiquette but also vastly improves the chances of people finding your posts.
- We use links rather than citations for references. Links should direct readers to more detailed reports or other pieces of research, news items or other blog posts. Open access sources are preferable compared to those behind paywalls.

UoB Moderation Rules

Don't post anything that:

- Is inappropriate (abusive, offensive or disruptive)
- Is off topic (to the original content or the current conversation)
- Contains personal information (either your own or someone else's)
- Puts children at risk
- Is illegal, or glamorizes illegal activity
- Is defamatory (damaging to someone else's reputation)
- Is in contempt of court (anything that could affect the outcome of a court case)
- Infringes anyone's rights (including privacy rights)
- Is posted for your financial gain (advertising, sponsorship etc.)
- Contains spam
- Contains links to content that can't be seen easily, or may be unsafe (viruses, spyware, paywalls etc)
- Or doesn't comply with the rest of our [Terms of Use](#).

Blog user roles

- **Administrator (Lauren Winch)** Has complete power over posts, pages, plugins, comments, choice of theme, settings, assigning user roles, and deleting the site.
- **Editor (Lauren Winch; David Gordon; BPI Admin Assistant)** Able to publish and manage posts/pages (including those written by other users), upload files and moderate comments.
- **Author (Lauren Winch; David Gordon; BPI Board Members)** Can write and publish their own posts/pages, and upload files.
- **Contributor (Selected colleagues)** Can write posts and create pages but not publish them; these are instead submitted for review to an administrator or editor.
- **Subscriber (Anyone)** Can read and write comments.

Creating content

Administrators, editors, authors and contributors can create new posts. Whilst they also have access permissions to create new pages this should only be done by or with the explicit consent of the BPI Manager (Lauren Winch) who is the Administrator for this blog.

Creating a new post

1. On the Dashboard, navigate to Posts > Add New.
2. Give your post a title and add your content using the [Visual Editor](#).
3. Add your tags and categories.
4. [Preview your content](#).
5. When you are happy with the end result, click Publish/Submit*.

**Contributor roles will have to submit their draft for review to an editor or administrator. Find out more about the [difference between User Roles](#).*

Adding Categories and Tags

- Categories and tags are both used to help readers find posts and navigate through information on your blog site. Categories offer a broader overview of the topics you blog about, similar to the chapters of a book.
- Tags, on the other hand, are similar to an index of a book: they are much more granular and divide a blog topic into as many smaller subtopics as necessary and relevant.
- [Learn more about the difference between categories and tags](#).
- It is important to add as many categories and tags as you need to make your post easier to find.

Adding categories to your posts

- Categories are normally displayed at the top or bottom of posts and in your sidebar if you are using the Category widget.
- When your readers click on a category link, they are taken to a page that lists all posts assigned to that category.
- There are a few different ways you can assign categories to your posts. Find out more about how to [add new categories to your blog and how to manage your categories](#).

Adding tags to your posts

- Tags are always displayed on your blog posts as a tag cloud in your sidebar.
- When your readers click on a tag name, they are taken to a page that lists all posts that use that tag.
- As a general rule, the larger the size of the word in the tag cloud, the more posts have been tagged with that name.
- There are a few different ways you can add tags to your posts. Find out more about [how to add and manage your tags](#).