



## Academic Blogging

### **Background**

Blogging has many benefits for academics at all stages of their careers. Running a blog, or contributing to a co-authored blog, provides opportunities to air thoughts and findings in a conversational, accessible manner. The nature of blogs encourages discourse. A blog post can be the starting point for a rich conversation between academic peers. Alternatively, blog posts can also extend the potential audience for your ideas beyond the boundaries of academia. Blogs can strengthen existing communities and help to build new ones.

A well-crafted, resource-rich research-based blog can become a popular destination for other scholars. Running a research blog can increase both your visibility and influence. A personal blog enables you to curate your own portfolio of academic activities. If carefully considered, a blog can be the best kind of CV, showcasing all aspects of your research and communication skills. All of which increases the possibility of new people finding and connecting with your work that can, in turn, open a whole range of new opportunities.

### **Course description**

This half day, interactive workshop uses discussion, discovery and practical work to get you started with academic blogging.

### **Learning outcomes**

By the end of the course you will:

- Have considered how blogging can serve your personal aspirations
- Be familiar with the WordPress content management system
- Set up your own WordPress-based blog

### **Audience**

This event is suitable for postgraduate researchers, academic and academic-related staff at any career stage.