

## Content – blog posts checklist

### Content

Does the blog post include...

- Content that is aimed at teachers, trainers, tutors and others working with adult learners or in the adult education field?
- Is the content relevant to the UK, or does it consider the subject from a UK perspective?
- A word count of 600-900 words? If your blog is longer, it may be possible to publish your blog in two parts (each part being 600-900 words)
- An eye catching and engaging title?
- Images of the project/organisation in action, the organisation logo, or of something happening that relates to the blog post?

### Tips

- *Aim your blog post at your target audience and their specific sector of adult learning. Consider adult education practitioners and what they will find most useful or interesting to read about.*
- *While we can consider content that considers other countries in the EU, our focus needs to be on the UK, as our users are based here and will be interested in developments here. For example, if a blog post focuses on a partnership project between Spain, Germany and the UK, our focus would need to be from the UK perspective.*
- *If the word count exceeds 900 words, is there enough extra content to create two posts (Part I and Part II)? If you have a lot to say, try to create two posts. Both parts should be between 600-900 words. Consider extra interesting points that can be added to make the two parts. But remember to keep it relevant!*
- *A title that is relatively short, delivers the main point of the post and is catchy is most suitable. Wordplay can also make for an interesting title, for example: **Education app for UK homecare workers taps into science of learning and memory; Prison education – a hard cell** – these are great titles, as you do tap into an app; prisoners spend considerable time in cells and, as the post explores, it is a ‘hard sell’ to get learners back into education after a long time away from it and having faced the difficulty of a conviction.*
- *Images make the blog post more interesting and draws in the reader’s eye. Try to include two or three images and place them in the body of text so that they complement different sections.*

### Further reading

Does the blog post include...

- Links to your organisation’s webpage or any useful research or statistics that support your writing.
- Links to further reading outside EPALE that is relevant to the blog post?

### Tips

- *Though we encourage users to read more content on the site, we want to be as useful to our users as possible, so external links can also be supplied. These must also lead the user to more relevant, useful information. If the post focuses on a company, for example, you could supply a link to that company; if it focuses on an educational theory, it could link to a site that describes that theory.*

## Formatting

Does the blog post include...

- Between three and five subheadings that help to separate the content and make it easier to digest the main points of your text?
- Bullet points within the separated sections that draw the reader's eye to key information?
- Some content displayed in bold or italics?

## Tips

- *The use of subheadings is a great way to help separate the content and make it more digestible. They should help to give the post structure. For example, if the post is focusing on a website that helps trainers to encourage learners to build new skills in the workplace, subheadings could focus on the structure of the website, the benefits for the trainer and the adult learners, how the website can be applied to different workplaces and how well-known website is / the current popularity of the website.*
- *Bullet points can also help draw the user's attention to the most important information and having it displayed in list-form can help them to recall information more easily. Using the example above, bullet points can be used within sections to list: the different pages on the website; the various kinds of workplace that could benefit from using the site; the types of skills that can be built.*
- *Bold and italicised font is another great tool for making information stand out. It can be used within bullet points, or separately to enhance particularly important lines of content. Italicised font is ideal for the 'You might also be interested in...' section, as it shows a move away from the general content of the post.*

## The author

Does the blog post include...

- An author biography describing who you are and what you do?
- An author photograph?
- A project or company biography, photograph and logo?

## Tips

- *It is good for both EPALE and yourself to include an author biography. This should include your name, your job and / or the work that you do in adult education.*
- *A photograph is preferable, but it is not an issue if you're uncomfortable with this.*
- *If you would rather attribute your post to your company or organisation, this is also fine. Please include a company logo and a biography that covers the name, work and any other interesting information about the company.*

## Final tip!

*Proofread your work afterwards and use this checklist to help you make sure that you've included everything relevant in your blog post!*