



7 Tips for Writing a Great Blog on OceanSpaces

1) Write a Catchy Title: You want the reader to click on your piece, draw them in with something compelling.

2) Tell a Story: Focus on human elements of your story like Who, Why, Where to draw people in to what you have to say.

3) Use Photos / Video: People love pictures. (If you don't have photos or video from your work, ask permission to use them from project partners or others. Or, use creative commons content that can be used without payment)

4) Use Headings: Space them throughout the blog to summarize main points / paragraphs and help people get the gist if they just skim through.

5) Use Links: Link to past writing that you've done that's related. If the blog is part of a series, find a way to link to your latest blog and mention your next blog topic to keep the audience intrigued.

6) Celebrate Others: Mention and link to related work by your colleagues to broaden your audience and be relevant beyond your specific topic.

7) Use Numbered Lists: If you're listing your findings, research questions, or steps in a 1, 2, 3 process, use a numbered list. This makes for easier reading.