Blogging Guidelines for McMaster CTO website

A blog is a type of narrative that is written from the writer's point of view and can include the writer's feelings and viewpoint on a certain event. The narrative typically makes a point which is either covered in the beginning sentence or the ending sentence of the introduction.

For those who need a little help to communicate their passion clearly in writing, this guide may be helpful.

Practically, blog content is usually about **500 – 800 words long**. As these pieces are written for a professional audience - not for the general public - the aim is that they share experiences, lessons learned, best practice or practical tips.

**How to develop your story:**

- First, decide what you want to write about.
- Try to put that in one line.
- Then, put down the points that you want to discuss or highlight
- Next, back up those points with links to evidence – numbers, statistics, past evidence or history, case studies or opinions – your own opinion, other opinions, those of your peers or people related to the topic. Put the link in brackets next to the relevant text instead of using hyperlinks or footnotes.
- Once you have gathered facts and opinions, you have your basic material. Now go back to your title and check whether your material is enough to express your idea – is it adequate to write a blog? If 'yes', start writing.

**Top Tips:**

- Whatever writing style you choose, remember it has to be your style and voice
- Include a Call to Action, even if it's challenging readers to think differently
- Try to keep the reader on the page where possible. Only redirect/link when necessary
- Keep it clear and concise

**Remember – Keep it simple:**

Good writing is simple writing. Even when writing for a professional audience, avoid clichés and jargon. Read, re-read and strike out repetition, avoid or explain cultural references and any acronyms you use.

**Resources:**

- McMaster University Brand Standards Writing Guidelines
- The 20 Golden Rules of Business Blogging