

Blogging

Blogging is a great way of highlighting and disseminating your research work. It also helps you to be a better writer.

Read the following

<https://www.timeshighereducation.com/blog/seven-reasons-why-blogging-can-make-you-better-academic-writer>

**Getting started**

Below is an article and a YouTube video by Roger Watson on getting started with Blogging and online media platforms

**A**rticle: <https://naepub.com/social-media/2014-24-3-6/>

**V**ideo: <https://www.youtube.com/watch?v=1lpZwV_Odrk>

He has also provided the following links below to support you blogging

**T**he power of social media [Social Media 2013 | New Music](http://www.youtube.com/watch?v=TXD-Uqx6_Wk)

**E**ffective use of Twitter [12 Most Effective Ways to Engage on Twitter](https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-most-effective-ways-to-engage-on-twitter/)

(NB: the character limit is now increased to 280)

**Effective blogging**

[Top Tips to Creating an Effective Blog](https://www.thebalancesmb.com/top-tips-to-creating-an-effective-blog-2295733)

[How to Create a Successful Blog Strategy: A Step-by-Step Guide](https://blog.hubspot.com/marketing/blog-strategy-guide)

**Making social media work**

[The Importance Of Social Media To Your Academic Visibility](https://career-advice.jobs.ac.uk/career-development/the-importance-of-social-media-to-your-academic-visibility/)

**Being professional on social media**

[5 ways to Be Professional on Social Media](https://www.inspiringinterns.com/blog/2017/03/5-ways-to-be-professional-on-social-media/)

**Platforms to consider for blogging**

**G**oogle Blogger (also called Blogspot)

Create your google account

Account.google.com

“A single username and password give you access into everything Google (Gmail, Chrome, YouTube, Google Maps). Set up your profile and preferences just the way you like. Switch between devices and pick up wherever you left off”.

[Setting up a Google account](https://accounts.google.com/signup/v2/webcreateaccount?flowName=GlifWebSignIn&flowEntry=SignUp)

[**B**logger Getting Started Guide](https://support.google.com/blogger/answer/1623800?hl=en)

**W**ord Press

[www.wordpress.org](http://www.wordpress.org)