



Writing a blog for #WhyWeDoResearch

We host a website (which is free through weebly) to store all the information in a central place – it has since become a 'home' for blogs, patient opportunities, videos and more.

If you would like to have a look, you will see the campaign background and its current status...

www.whywedoresearch.weebly.com.

We started blogs following our follower feedback survey in 2015 and now host at least two blogs per month. As the campaign is about involving and creating a community between staff, the public and patients, we try to have at least one staff perspective and one patient perspective - they all get a lot of attention - the patient ones in particular really do fly around the world.

Occasionally we host “Spotlight on XXX” months and the package for these includes (but is not limited to) blogs and tweetchats – a separate guide will be provided if you are going to host a ‘Spotlight’ month.

In terms of content, it is really up to you as it's about giving you a voice; hearing about what you do and what benefit being involved in research gives people / you – it is a great way to help share your values whether you are a patient, member of the public, group, staff or organisation. We are not a sales platform therefore we do not advocate sales pitches as blogs; we can provide further guidance on this should you have any questions or queries. What we really want to know is what research means to you and/or your organisation and why you think it is so important.

The blog details are:



1. Title of your choice.
2. Up to 450 words max.
3. Links to your website / other websites are encouraged (I can arrange for these to open into a separate windows).
4. Videos are encouraged and can be uploaded easily (if you have them readily available).
5. Photos are a must - at least one of someone / a group holding their #whywedoresearch placard and reason. About 6 photographs would be the maximum number of photos per blog. You can download a placard from the whywedoresearch website OR you can create your own, there is nothing set in stone as this is about you.
6. The last sentence should begin... We/I are/am involved in research because..."
7. We are a non-political campaign therefore would prefer blogs are not used to air political opinions please.
8. Please provide your / your company's name and job title.

Outside of the blog, we encourage anyone and everyone to simply tweet their #whywedoresearch pictures regardless as where they are tweeted separately, you'll find hundreds of the #why community will retweet and comment etc for you too, which will help spread your name / account even further.

Once your blog is ready, please email it to Claire.whitehouse2016@gmail.com by the deadline you have agreed so that she can upload and launch it on the planned date. If you have videos you can either email the youtube link, OR use dropbox to share these using the same email address given above.

