BayCEER-blog: How to blog

The BayCEER would like to foster the outreach of its members, increase its visibility as research institution and encourage the exchange between its members. Therefore, we have launched a blogroll integrated into the BayCEER homepage in which we would like to showcase the great breadth of research activities of its members. Blog posts about new publications, research projects, courses, visiting scientists, conferences you are planning to attend or have visited, … are highly appreciated.

Blog posts accompanying the online versions of research articles become more and more frequent and a great example is the blog page of the *Journal of Ecology* (https://jecologyblog.com/).

The blog posts can be written by all **BayCEER members or associated students**.

A blog post should:

- start with a fetching headline
- be written in a rather casual English (or German for a blog post with regional relevance) and can definitely include a personal perspective that makes the blog post more attractive to read
- be about 1 page long
- include appealing pictures, central figures (from your publication)
- feature a list of key words
- include external links for further information (publication, department homepage, project page, collaborators, …)

Just **send your drafts** for a blog post to the BayCEER office where they undergo a brief editorial check and are then put online. They will be further shared with the microblogging social media platform *Twitter* to attract a broader readership.

Advantages are not only that you increase the visibility of your research within the BayCEER community and perform outreach but also that it can foster the *Altmetric Attention Score* of your research output (https://www.altmetric.com/about-our-data/the-donut-and-score/).

➔ **Which research experience or insight do you want to share with the community?**