



## Guidelines for Blog Entries

If you are a researcher working in the social sciences or humanities on any aspect of science, religion and belief in society and culture, and you would like to propose a blog post for our network, please contact [Dr Alexander Hall](#).

Once you have agreed a subject for your blog post with Dr Hall, you can use these guidelines to help you develop, draft, and write your blog posts for the INSBS website. Once your blog is ready for submission, you can submit it online [here](#).

All INSBS blog posts are copy-edited by a fellow member of the network and uploaded to the website on your behalf. However, to minimise the time this editing will take, please ensure that you thoroughly proofread all of your posts prior to uploading them, and ensure that you stick to the criteria outlined below.

The blog is being aimed at a general multidisciplinary audience, so please write in an engaging journalistic style that is accessible, and do not use any discipline specific terminology or jargon without further definition or explanation. If you are struggling to pitch your post at the right level, imagine you are writing for an engaged and intelligent teenager or one of the major online newspapers (*The Times*, *Guardian*, *New York Times* etc.).

To make the blog posts as engaging as possible, avoid writing in the passive voice, include yourself in the post (I, we, us etc...), and where relevant include your opinion! Unless you are writing a long form post (see below) please avoid citations and references, if you want to direct the reader to further information, please insert a [hyperlink](#) into your text. As well as helping the website perform better in search engine rankings, hyperlinks are also a great way to keep your content concise. For example a hyperlink to the Wikipedia (or similar) page on the [Conflict Thesis](#) could save you several paragraphs of context, that might not be directly relevant to your post.

In an attempt to promote discussion and dialogue we will be allowing comments and feedback on each post, so feel free to pose open questions to the readers in your post. All commenters will be required to register/log-in to comment, and the comments section will automatically close 30 days after the post. These settings can be altered or amended for any individual post.

To help reach as wide a readership as possible, authors are encouraged to cross-post their pieces on other websites, including their own personal websites if you have one. The reverse of this also holds, if you are invited to write a piece for another site (whether a blog, opinion site, or news outlet) enquire as to whether they will allow you to cross-post it on the INSBS Blog.

### **Title** (max. 100 characters)

The title should reflect the content of the blog post and also draw the reader in. Whilst obviously being engaging and catchy, the post will rank better on search engine rankings the more specific the title is. So when creating your title you should think about both, the types of terms people are likely to put into a search engine, and how much the title would make you want to click it if you came across it on the web.



There are two main formats that the majority of blog posts will come under; short form posts (Blog Posts) or long form posts (Long Reads). Further information about both is given below. In addition to these two written formats we would like as much audio-visual content on the website as possible, so if you have an idea for a recording or video, please let Glen or Alex know.

### **Blog Posts** (600-1000 words)

Most posts on the Network website will fall under the Blog Post Category, these will take a standard short-form blog format and have a maximum word limit of 1000 words. They can be about any aspect of your research, reflections on your field/discipline, accounts of recent experiences, responses to current media reporting, or any other number of topical subjects. They should not include references or citations, and instead use hyperlinks to direct the reader to relevant further reading.

Please present your subject from its most interesting or “newsworthy” angle as far as the general reader may be concerned.

Other types of posts that may use this format, but be filed under a different Category (see below), include information on upcoming events, reports of past events (both under “Events and Workshops”, or short opinion pieces published to respond immediately to news coverage (under “In the News”).

### **Long Reads** (2000-3000 words)

Long Reads are longer form essay or feature-style pieces with a maximum word limit of 3000 words. Often more reflective in style they may be critiques of current public or academic discourse, or perhaps a write-up of a recent journal publication. Many popular websites now include a longer, in-depth format for examples see [The Guardian](#) and [The Atlantic](#).

At the end of a Long Reads post, you can include **up to 5** website links (including to your own blog/website) or suggestions for further reading where interested readers may go ‘**For more information**’ on the subject. Remember that the blog is aimed at a general readership so please avoid articles behind a pay-wall and direct to books/articles that are written in an accessible manner. Links should be hyperlinked with a short description (~50 characters) and references to written works should follow the [Chicago Manual of Style](#).

### **Categories**

All posts must be allocated to one of the following categories so that it can be archived under the correct menu on the website:

- In the News
- Events and Workshops
- Blog Posts
- Long Reads
- Audio
- Video

### **Tags** (maximum 5)

Please suggest up to 5 keywords to be tagged to your blog post



## Image elements

For every post please include at least one image, which will be used as the ‘featured image’ for the post. The image must illustrate or reflect the content of the post and may be a photograph, historic map, new digitally created map, cartogram, sketch, table, cartoon, etc. Images must be in the public domain, freely available for public use, have been created by the author, or be available for non-commercial redistribution under a Creative Commons license. If contributors wish to use other images, they must obtain permission from the rights holder (please speak to Glen or Alex before doing this).

For a huge repository of images that are public domain and/or under Creative Commons sharing licenses see [Wikimedia Commons](#) or contact a relevant library as many provide such collections (several online such as the Wellcome Trust collection). Alternatively if you click ‘Search Tools’ on [Google Image search](#), you can filter by ‘Usage Rights’.

If you wish to use a video or sound file rather than a picture please let us know.

Images should have a good resolution (files less than 100KB will be too small). When sending your image please include an image **title** (the name of the image) and a **caption** (a description of image to appear underneath/alongside the image). The caption **must include** reference to the **image creator** (who the image should be attributed to) and the **publisher/license** (who is making the image available for use? And under what license/conditions?)

## Text rights

INSBS Blog articles will be “born digital” hosted on our web hosts servers, and securely archived. Unless otherwise agreed upon, a [Creative Commons BY-NC-SA](#) license will apply to all posts. This means that blog posts will be authorised to be reused under the following conditions:

- Attribution: You must give attribution to the individual author and the IRNSSBS website and keep all attribution information intact (but not in any way that suggests that those attributed endorse you or your use of the blog or its content).
- Non Commercial: You may not share or transform any part of the IRNSSBS website or its content for commercial purposes.
- Share Alike: Any sharing of or transformation of the IRNSSBS website or its content must be distributed under the same or compatible licensing conditions applicable to that facet.

INSBS Blog authors need to indicate if they want to use another license for their respective blog submission. Please note that this licence only refers to the new “born digital” text and does not cover any supplementary material such as images or multimedia items. (See image rights above).

**Any problems or questions at any point with any of this, please contact [Alex](#)**