

Prepare Content for Your Blog Post

A blog is a website that allows authors to easily self-publish text, artwork, links to other blogs or websites, and videos. Blog posts are text entries, similar to a journal. Posts are often short and published on a regular basis. Through this blog post, you have the opportunity to communicate your scientific questions, research and results to the general public. You will translate your own scientific findings into easy-to-understand and entertaining language.

Since you are writing a science blog post, you will communicate your research. This can be challenging but it's also the fun part! You have to refrain from using difficult scientific language and technical jargon and instead translate your findings into easy-to-understand and entertaining language. You will use supporting information from other scientific studies to illustrate your points, and you are encouraged to incorporate anecdotes, pictures, or videos to enhance — but not distract from — your message.

INSTRUCTIONS: Fill in the boxes below to organize the essential parts of your blog post. All aspects listed below need to be incorporated into your post. After you do this, you are free to be creative and write your blog.

PURPOSE OF STUDY: What is the purpose of your investigation? Why does it matter to your audience?	
MAIN MESSAGE: Try to state your main point in 1–3 sentences. This may take a few tries.	
GRAPH OF DATA: Summarize your graph(s) in 2–3 sentences in a way your reader will understand.	
SUPPORTING EVIDENCE: What did you learn from the scientific articles you read?	
SOURCES: For a blog, you will provide links to sources. Write the URLs of your sources.	
IMAGES: Images are engaging tools. List the image you will use and the photo credit.	
TITLE: The title is the most important part of a blog post. Get the reader's attention. Write down some ideas here.	