# Sociology Blog Brief

If you’ve recently been to an interesting conference or event, taken a study trip, or have some interesting research findings to share, we’d love you to write about it for the Sociology blog. We also welcome reflections on current events. Here’s what we’re looking for:

**600 to 800 words** on the **most interesting thing you learned** at the event/on the trip, the elements of your work that you think people would **most like to read about**, or **relevant, insightful commentary** on current events.

**Ask yourself:** What new insights can you offer? Will people learn something new and interesting by reading your blog?

**For example, for events:**What was new? What was surprising? Where did speakers disagree or contradict each other? What forced you to reconsider your ideas or challenge your preconceptions? What disappointed you? What did you disagree with? What questions were left unanswered? How has this event or trip changed the way you think and work?

Of those, pick the main idea(s) you think will be most **useful** to someone who wasn’t there. Always assume the reader isn’t interested in you personally; they’re interested in what they can learn from you that will be of use to them.

Don’t worry about recapping the entire event or providing a chronological play-by-play. (‘The day opened with a presentation by Professor X, followed by a talk by Professor Y.’) Instead, focus on **common themes** and ideas.

If there are several unconnected ideas you’d like to share, consider **a listicle format**. (‘7 things we learned from XYZ conference’ or ‘Three rural economy myths that were busted at the ABC symposium’). But note: we try to use listicles sparingly, so check with us before you start writing.

**Grab the reader’s attention** from the first sentence and paragraph. Don’t start your blog by setting the scene or describing the event. Get into the most interesting ideas right away. Background information and context can come further down.

Leave out **unnecessary details**. For example, the quality of snacks or lunch options are rarely of interest to people who didn’t attend the event.

When summarising presentations or comments made by speakers, make sure you write about **the substance of what was said** instead of simply describing the subject matter. (‘Professor Soandso said rural economies were uniquely vulnerable to climate change because of X, Y and Z’ vs ‘Professor Soandso made some interesting comments about rural economies in the context of climate change’.)

Where possible, provide **verbatim quotes**.

Supply **relevant images**, if you can. 3:2 preferred. For copyright reasons, the blog can only accept images you have taken yourself.

**Next steps**

1. FIRST, send a quick e-mail to the editorial team (sociologyblog@newcastle.ac.uk), with one or two sentences about the event/topic you want to write about and what you plan to say.

2. I’ll let you know if we think it’s right for the blog and give you feedback on your ideas and angle. I’ll also discuss some potential headlines for your blog at this stage, so you know what to aim for.

3. I’ll agree a deadline that works for everyone involved. You can then write your blog.

4. Once you’ve submitted your blog, we’ll review and edit it. I may also come back to you with requests for revisions.

5. Your blog is published!