

SEFARI blogs are a relaxed and accessible way to share event reports, individual perspectives or your work, whether it's just beginning, underway, or complete. They help readers outside your immediate field understand why your research matters.

Think of your blog as something a policymaker, colleague, or curious member of the public might read over a coffee. You've got about 30 seconds to grab their attention, so make it engaging, clear, and relevant.

## ✓ DOs – what makes a great SEFARI blog

- **Choose a short and clear title that grabs attention** e.g. “How soil microbes could help fight climate change” is better than “Microbial mediation of soil carbon dynamics.”
- **Include a landscape image.** Images attract readers, especially those featuring people. If you don't have one, we can help source a suitable photo. Please ensure all images are properly credited.
- **Start with a short introduction (50–125 words) that hooks the reader.** In a few sentences, tell them the most important things you want to say. What is new or most interesting about your research? This section should be able to stand alone and still make sense. If the reader only reads this section, will they understand the main points you want to make?
- **Tell a story: include a beginning, middle, and end.** Try starting with a brief description of the problem or question, moving through what you did or discovered, and end with why it matters or what comes next.
- **Use clear, everyday language.** Avoid jargon or, if you must use a technical term, explain it simply. Try to limit acronyms use, especially if they're not widely recognised (e.g. Artificial Intelligence (AI)).
- **Add links and hyperlinks** for readers who want to know more. If you're not sure how to do this, please feel free to ask us.
- **Keep it concise.** Aim for 500–1,500 words.
- **Ask for help.** We are very happy to give individual guidance and advice on how to write your blog. Get in touch with us through [info@sefari.scot](mailto:info@sefari.scot)
- **Think about your reader.** Most people are busy with many competing demands for their attention. Keep it succinct, to the point and as engaging as possible.

## ⊘ DON'Ts – what to avoid

- **Don't overload readers with data.** Complex graphs, equations, or dense tables can be intimidating. Instead, describe the key takeaway in plain language. If someone wants the detail they can contact you later.
- **Don't use footnotes.** These don't work on our website, please use hyperlinks instead.