UKCRF NETWORK

Blog Guidance

This document provides guidelines and tips on how to write a blog for the UKCRF Network website. The aim of the blog is to engage our Network of Clinical Research Facilities (CRF) and experimental medicine stakeholders in the work that we do and the impact we have.

Objectives

Blogs should fit into one or more of our strategic themes:

1. Achieving Operational Excellence within CRFs;
2. Facilitating the coordination and accelerated delivery of clinical trials;
3. Developing and sharing best practice for staff education, training and development;
4. Delivering collaborative and coordinated public involvement and engagement.

Audience

Our website is targeted at a number of different audiences across the experimental medicine infrastructure that will need to be considered when drafting a blog, including:

- CRF, BRC, ECMC and other clinical research staff
- Government research departments (NIHR and Department of Health)
- Life sciences industry
- Academic partners
- Public and patients
- Other networks, funders and charities

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Content

Below are some tips and guidance on how to make your blog easier to read and more engaging for the audience.

Content Type	• Best practice or staff education • Case studies • Impact stories • Initiatives • Collaborations • Innovation • Event advertising or commentary • Staff or facility achievements • Personal experiences • Lessons learnt
Word Count	• 400 - 800 words
Style	• Start the blog with a summary of your key message. • Be specific and to the point. • Avoid jargon and unnecessary detail. • Share your opinion; blogs can be used for debate and conversation. • Share your knowledge; how can you educate or inspire the reader?
Formatting	• Break the piece up with meaningful subheadings. • Include bullet point for key messages. • Add images to make the piece visually appealing or to support explanations (please send images as separate attachments).
Tips	• Why is your content relevant to a CRF? • Consider adding a patient and public perspective if relevant. • Add a call to action when appropriate; what would you like the reader do with the information or how can they get more involved.