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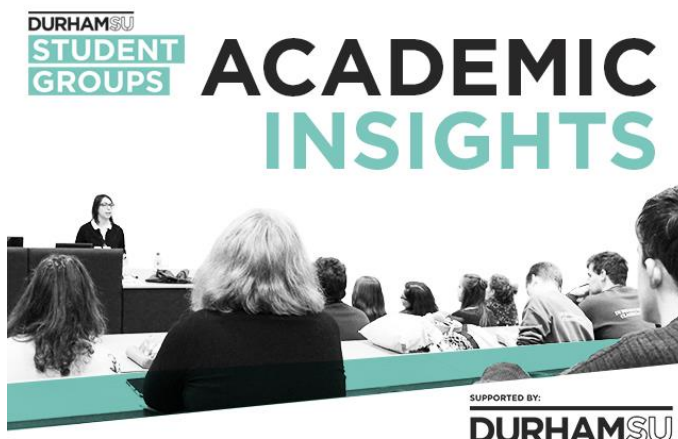
# **DURHAM****SU**

## **Academic Insights**

## ACADEMIC INSIGHTS: BLOG SERIES

### Introduction

The Academic Insights blog series brings together articles written by student groups on academic themes. They give students the chance to learn something about a topic they might not know about, and also provide the writer with the opportunity to publish academically without the high entry point of an academic journal. They're also a great way to celebrate the amazing work academic societies do, and publicise them to other students.



### How does the series work?

We aim to publish one Academic Insights blog every fortnight on [durhamsu.com](https://durhamsu.com), and share it across our social media. You can submit an idea for a blog at any time.

### How do I submit a blog post?

To submit a blog post, please email Emily at [emily.mcmillan@durham.ac.uk](mailto:emily.mcmillan@durham.ac.uk). You do not have to submit a full article straight away. Instead you can outline your idea, and Emily will get in touch to agree a deadline and publication date. If we don't have a blog post lined up, we may approach groups ourselves with ideas.

### How are submitted blog posts selected to be published?

We hope that publishing an Academic Insights post every two weeks is sufficient for the amount of requests we receive. However, if there are too many blog posts for a particular fortnight, the chosen blog post for that fortnight will be based on the following factors:

- Has a blog post already been published recently by that student group?
- Is the blog post about a timely topic?
- Does the blog post follow the word limit and style guidelines?

Please note: depending upon take-up and performance, we may reconsider the series frequency.

### What should I write about?

Try writing about a topic recently covered in a talk or a trip you have been on. You might also be inspired by current affairs, or how your subject links to the local area or the lives of students. Try to come up with topics a curious student who doesn't necessarily study your subject would be interested in. If you want help coming up with an idea, just drop Emily an email (details below).

### How much should I write?

Blog posts should be between 400 and 600 words.

### What tone should I use?

This series aims to target students who are interested in learning something new and who aren't necessarily experts in a topic. Imagine you're talking to a friend at Durham who doesn't necessarily study your subject. Try to avoid jargon and explain any references you make to work/experts within your field. Though academic, challenge yourself to use a more informal tone.

### Do I need images?

All blog posts need at least one accompanying image. If you're struggling to find an image, please feel free to submit an idea anyway, and we will help you find one.

Please bear in mind that you must ask permission before you take a photo which includes people, and we cannot publish images that are subject to copyright regulations.

### Can I link elsewhere within the article?

Of course. Links to relevant articles and the group's social media channels are all welcome.

### If I want to submit a blog post about an academic society, can I only submit blog posts for this series?

If your group has done something really cool, perhaps you've won an award, we're always interested in blogs with a 'news' angle. The Academic Insights series is simply aimed at articles with a more educational direction. You can also publish your own articles on your [student group content management section](#).

### How else can I publicise my academic society?

Have you added your talks to our Student Group Talks Timetable? Submit the form [here](#) to be included.

### I have more questions!

Please contact our Marketing and Communications Coordinator Emily, at [emily.mcmillan@durham.ac.uk](mailto:emily.mcmillan@durham.ac.uk).