

perspective on a topical issue or one specifically relevant to newly registered nurses (NRNs). It's usually around 300-500 words.

The blog should be

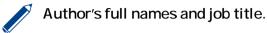
the contributor.

Before you start:

 The f rst rule is to be absolutely

point of your article. If you're planning one about an overseas placement for example, is your aim to be purely descriptive – this is how they nurse in Ghana – or do you want to explain how you changed your prac ons i s nt

# Your blogs should have:



An engaging title that succinctly summarises your blog.

Short sentences and paragraphs.

An authentic voice – yours. Write in the f rst person, not as part of a group.

A punchy introduction that pricks the reader's interest immediately.

An informal style.

A point. Have something to say and don't rant aimlessly.

Context – something about you.
Where do you work? Why does this topic interest you?

A beginning, a middle and an end – take your reader on a journey.

A supporting image where possible.



someone's life, not lesst your own.

Page last updated -29:00:2023

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## And try to avoid:



Being boring, waff ing or stating the obvious.



Blogs should not contain content that could be considered offensive, abusive, derogatory or potentially defamatory.



Being too clever or patronising.



Don't write too generally. Remember your audience and write in a way that speaks to and engages them.



Long sentences and long words, particularly management speak and jargon.



Too many links - one is ideal.



References – you're not writing for an academic audience.



Over-using exclamation marks!!!!

## What happens next?



Start blogging!



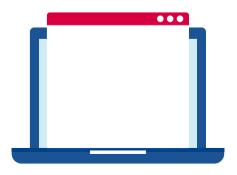
Email your blog posts, or any ideas you want to discuss, to the RCN's marketing department: marketing@rcn.org.uk



Don't forget to include a two sentence biography about your work and a photo.



We'll provide you with feedback and upload



October 2023 Publication code: 011 224