

A MESSAGE IN AN ERLLENMEYER FLASK

How to write your blogpost contribution to the RESOLV blog.

A diary is for yourself, a **blogpost** is for a wider audience. It's a gift, a message in the bottle. Nobody will read a message if it's boring. So try to catch your audience's attention. Think about a workflow, think about a focus/topic, think about a storyline.

Select your topic.

Topics can be the most different from post to post. It's difficult to concentrate the whole internship in two pages, it happens quite the opposite: Your story gets diluted. And remember: Besides (maybe) Mom, no one wants to hear about the entire trip.

Hence think about something that stroke you, that matters to you and can be interesting for a reader. It could be a failed experiment, a trip with the group, a nightmare bureaucratic application, a discovery, a talk...and so on. Whatever your topic, it would be great if the RESOLV/Solvation Science and philosophy (the bottom-up approach to solvation science) stays the spotlight. Posts can have different formats, e.g. all pics, comics or interview, but there has to be a storyline.

The procedure: Work with your editor.

Prepare a short pitch, a single paragraph where you write what's the theme that you would like to develop in the post – everybody can write about a trip starting from day one, but what if the best encounter of your internship (with a person, a panorama, an experiment, a problem...) happened on day 10...some, if not most, of the readers will be already tired before getting there! So, tell us: What's your take home message?

You'll then receive our advices about your pitch and a deadline for writing the post.

Working with an editor to polish and finalise your post is a key part of the process, it usually makes the blog post better. Please send us your story in a word compatible format. We'll then make our editing and send you back the draft for acceptance. Once our discussions have produced a satisfying result, we'll publish your post.

Write your text.

Think about a headline: It can be specific (e.g. with numbers etc.); explicative "how I learned..."; a question – but careful not to overdue; a funny sentence like "the squirrel that was going backwards". However, it has to resonate with your audience. But don't worry too much about it, we'll change it anyway.

In the text: Use short sentences, short paragraphs and try to separate them, e.g. see this text.

Use active phrases as much as you can, avoid repeating words/sentences/concepts.

Use hyperlinks within your posts – it gives readers valuable information and helps with your search engine rankings.

Use images to make your post visually appealing – they should help your reader through the text giving him hint about what happened had what's your train of thoughts. But use only your own images or public images from the press office of your host university (in that case let us know it).