

Using blog posts to promote your article

Having your own blog, or publishing articles on company or other researcher blogs, can be a good way to share details about your upcoming or published articles and research. If you do not have your own blog, consider publishing an article with Sage. Head to [Sage Perspectives](#) to see our latest posts, and read the following section for full guidelines.

Blog article tips

- 1 Think carefully about the audience** you are trying to reach and consider what is important to these researchers regarding the topic.
- 2 Plan ahead:** formulate an outline for your article, including a compelling title and helpful subheadings.
- 3 Include relevant keywords** for your research topic, so your article is more likely to be discovered through search engines.
- 4 Use facts and statistics** backed up by reputable sources throughout your article (linking to your sources where possible).
- 5 Use shorter paragraphs**, bullet points, and images to make the article visually appealing and allow readers to skim the content.
- 6 Include a TL;DR (Too long; didn't read) section at the bottom of the article with your conclusion**, including the action you want readers to take (such as providing links and information regarding reading your article and other published work).
- 7 Regularly check the analytics for your article**, using view counts and comments to see whether readers are engaging with the topic.
- 8 Share any articles you have written or are featured in across your social channels**, tagging other authors or the blog publisher in your posts.

Blog article ideas

Announcing your article's publication:
Introduce the topic and why it is important.

Share your experiences:
Talk about the process of researching and writing, including any challenges in the process and how you overcame them, as well as the positive things you took from the experience.

Support other researchers:
Offer tips and advice about researching, writing, and publishing. Share what you would or wouldn't do differently for the future.

Inspire Early Career Researchers (ECRs) in your field to follow your footsteps:
Offer tips and advice about researching, writing, and publishing.

[Submit a blog post proposal now](#)

Find out more at
[Sage Journals Information for Authors](#)

Sage Journals