Research impact group

19th April 2024

Jon Rhodes on blogs: telling a story

1. Engaging title. Check google search terms, continuations
2. Maybe you meet a character – one individual, not all the participants in your study
3. Simple message
4. Tie in some science
5. Link to connections near and far – university or other papers
6. Two or three takeaways
7. What’s next – a **call back** to question at start or final quirky but important point. This is important – your opportunity to get them to sign up, do something, learn something

The Storybrand 7-part framework – use this to construct narrative

<https://buildingastorybrand.com/episode-65/>

Character – 2 paragraphs until they meet a guide, ie FIT

1. Character
2. Has problem
3. Meets guide
4. Gives them plan
5. Calls them to action
6. results in
7. success
8. and avoids failure

Include links to uni, research, team etc

Psychology Today – you need to be recommended as a writer, which Jon can do for us, but it’s a great way to increase visibility. Also The Conversation. Own social media campaign – it is better to get picked up by journalists, e.g., because you have tied your posts to topical events, than try and pitch a blog to them.

Jon recommends using ChatGPT. Write blog yourself, then ask ChatGPT to write 200 character tweet for reposting.

Claude free AI is alternative – more literary personality than ChatGPT. https://www.anthropic.com/claude

Think of a soundbite that journalists can use.