

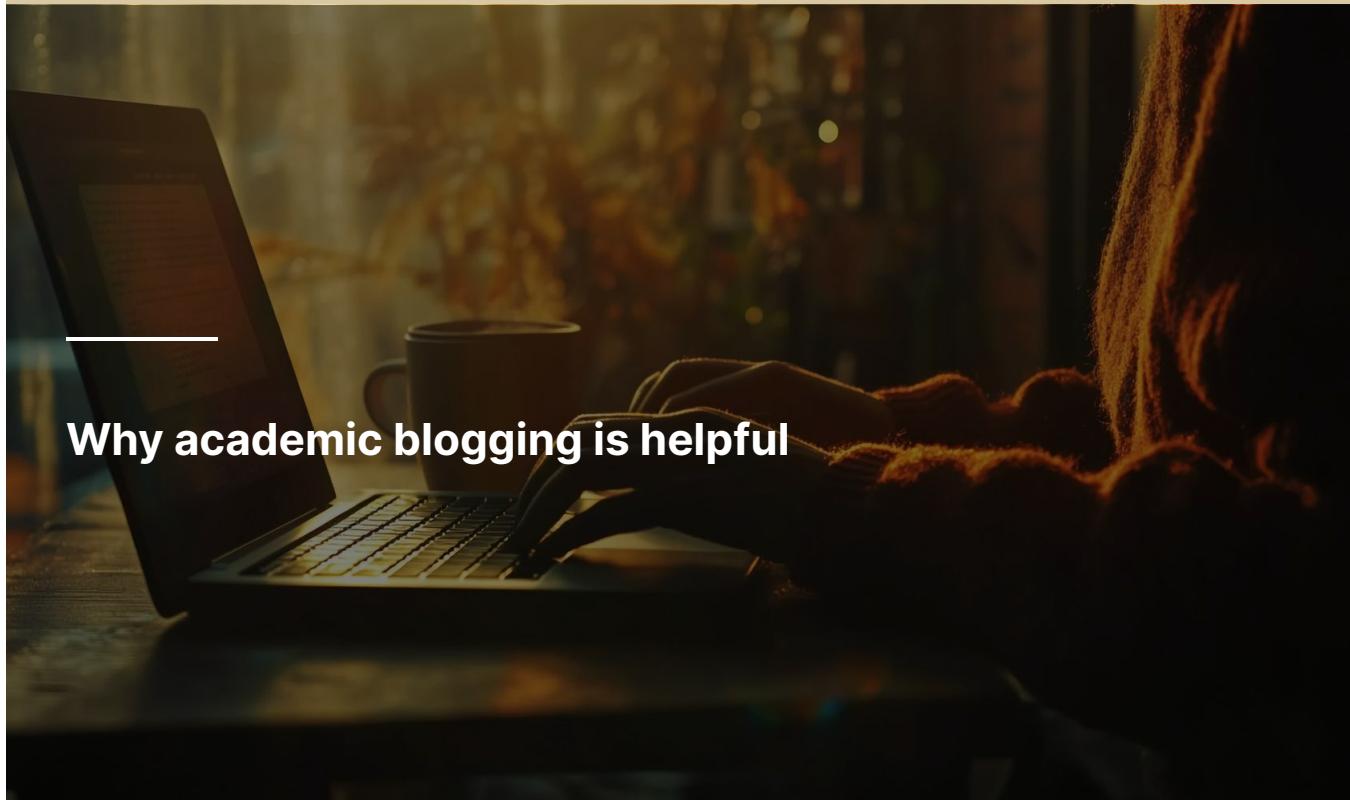
Blogging in Academia: A Practical Guide

B L O G

WHAT'S YOUR
STORY

Academic blogging is a great way to share your thoughts, research, and experiences with a wider audience - without the pressure of formal publishing. Whether you're a student, researcher, or lecturer, blogging gives you the freedom to explore ideas, reflect on your work, and connect with others in your field (and beyond). It's like having your own corner of the internet where your voice can be heard and your insights can spark conversation.

What's even better is that you don't need to be a technical expert to get started. With plenty of easy-to-use platforms out there - many of them free - you can set up a blog in no time. Plus, blogging can help you build your academic profile, make new connections, and even open doors to exciting opportunities. It's a fun, flexible, and rewarding way to be part of the academic community.



Academic blogging is a really good way of articulating an idea and then sharing it with the world! Blogs can often generate debate which can be really useful. However, you need to be aware that anything you publish online is public and can be seen by anyone.

Academic blogging serves as a dynamic platform for academics, students, and researchers to:

1

Articulate and share ideas: Blogging helps clarify thoughts and communicate them to a broader audience

2

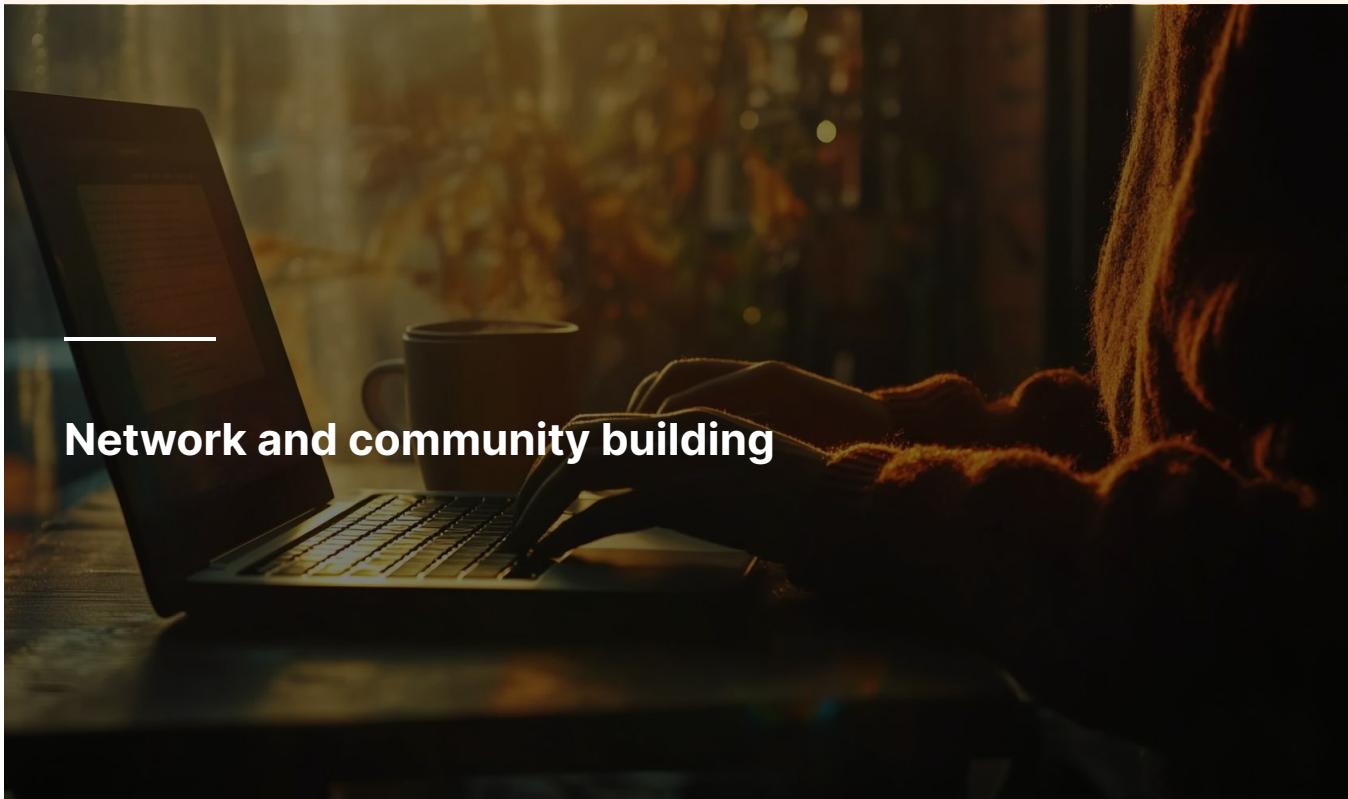
Engage in public scholarship: It bridges the gap between academia and the public, making research more accessible

3

Stimulate discussion: Blogs can generate debate and feedback, which can refine ideas and foster collaboration

4

Enhance visibility: Regular blogging can increase your academic profile and online presence



Network and community building

Blogging fosters academic networking by:

1

Connecting with peers, students, and professionals across disciplines

2

Encouraging collaboration through comments and shared interests

3

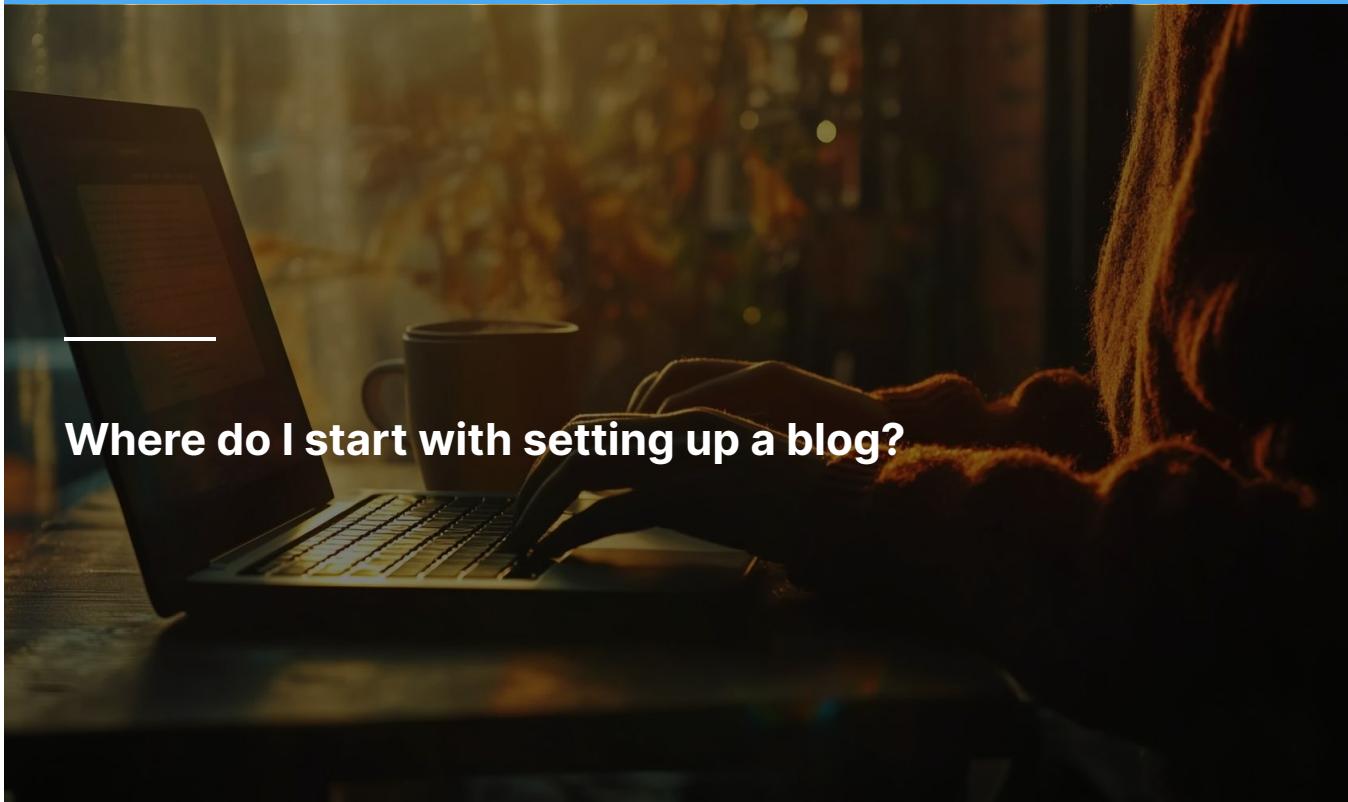
Building a personal brand and academic identity online

4

Participating in broader conversations beyond traditional academic circles



Be aware that you may need to guard against factors such as spam, hackers, malware, and more. Don't forget that your blog is open access.



Where do I start with setting up a blog?

Here are a few suggestions of platforms suitable for academic blogging:

1

WordPress (wordpress.com): Highly customisable, with both free and paid options

2

Medium (medium.com): Clean interface, good for storytelling and thought leadership

3

Blogger (blogger.com): Google's platform, easy to use and integrate with other Google services

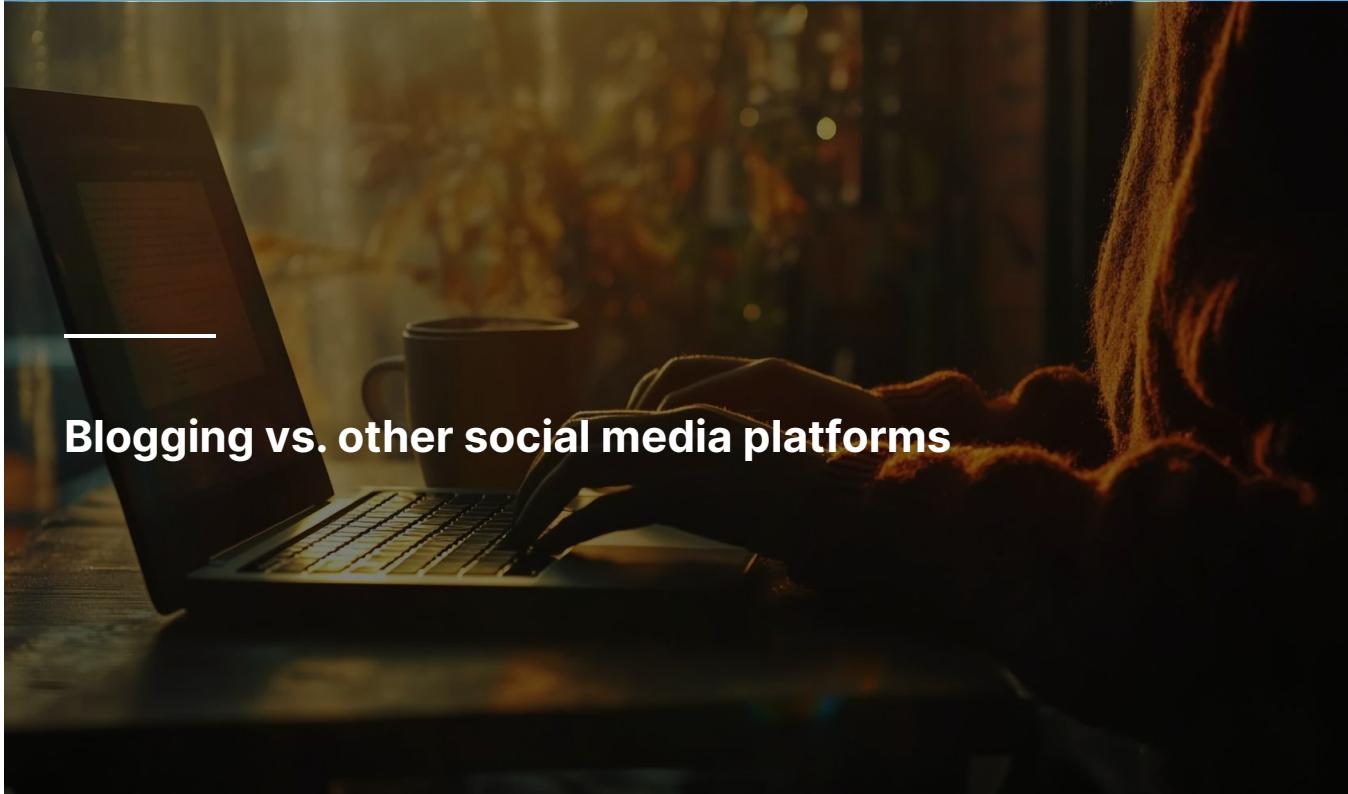
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Hypotheses.org (hypotheses.org): A platform specifically for academic blogs, especially in the humanities and social sciences



Disclaimer: This is not an exhaustive list and the University of Greater Manchester does not endorse any of the above blogging platforms.

Blogging vs. other social media platforms



When it comes to sharing your academic ideas online, blogging isn't the only option - but it does offer something unique. While platforms like Twitter/X, LinkedIn, and Instagram are great for quick updates and networking, blogging gives you the space to dive deeper into your thoughts and research. It's like the difference between a tweet and a mini-article - you get more room to explain, reflect, and really connect with your audience. Let's take a look at how blogging compares to other popular social media platforms.

Feature	Blogging	Twitter/X	LinkedIn	Instagram
Depth of content	Allows for long-form, detailed posts - ideal for explaining complex ideas or research.	Limited to short posts (280 characters), best for quick thoughts or updates.	Medium-length posts, suitable for summaries, announcements, or reflections.	Primarily visual; captions are short and not ideal for in-depth content.
Language style & tone	Flexible. Can be informal or scholarly depending on your audience and goals.	Casual and conversational; not ideal for detailed academic discussion.	Professional and polished; good for academic and career-related content.	Informal and visual; not typically used for academic discourse.
Longevity of posts	Posts remain accessible	Posts quickly disappear in feeds; limited	Posts have moderate longevity and	Posts are short-lived unless

		and searchable over time; can be archived and categorised.	long-term visibility.	can be featured on profiles.	saved in highlights or pinned.
Engagement		Readers can leave comments, share posts, and engage in thoughtful discussion.	Engagement is fast-paced - likes, retweets, and replies dominate.	Engagement is more formal - likes, comments, and shares within networks.	Engagement is visual - likes, comments, and story interactions.
Best for		In-depth analysis, research sharing, personal reflections, and academic storytelling.	Quick updates, event promotion, sharing links, and networking.	Professional updates, academic achievements, and career networking.	Visual storytelling, behind-the-scenes content, and personal branding.





Best practices for academic blogging



Do

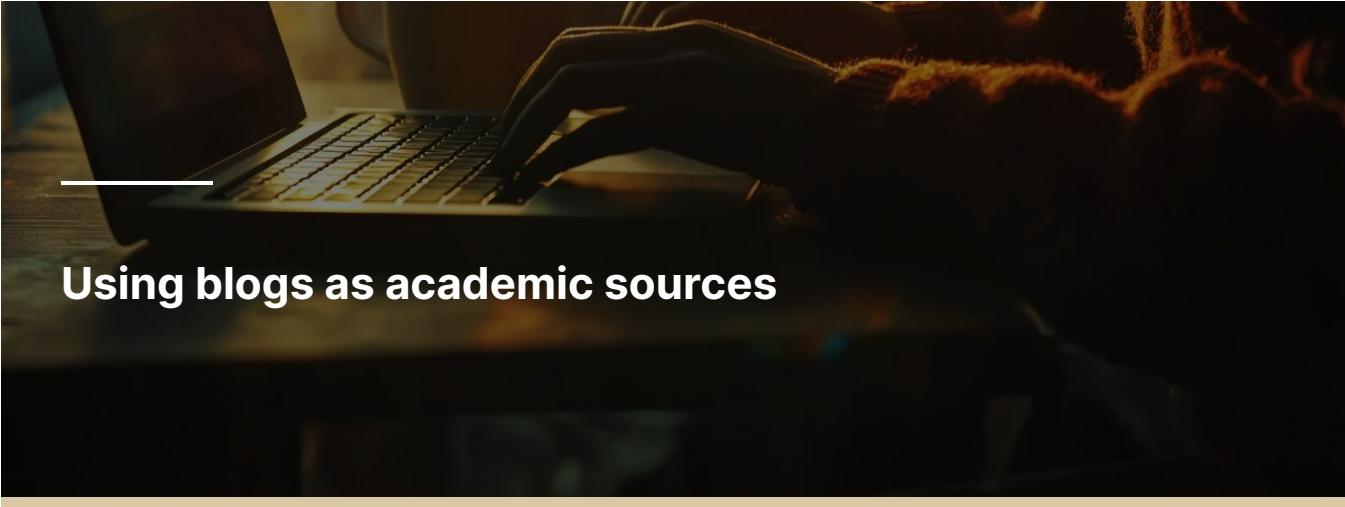
- Use photos and images
- Include an 'About' to introduce yourself
- Post regularly; it's important to keep your blog 'active'
- Customise your blog's theme and style to reflect your personality

- Research other blogs and define your content and style!

Don't

- Be overly formal - blogs thrive on a conversational tone
- Say anything you wouldn't say in public
- Forget to check privacy setting





Using blogs as academic sources

Blogs can be valuable sources of information, but they should be evaluated critically using the CRAAP test:

1

Currency: Is the blog up to date?

2

Relevance: Is it relevant to your topic?

3

Authority: Who is the author? Are they credible?

4

Accuracy: Is the information supported by evidence?

5

Purpose: Is the blog informative, persuasive, or biased?



See '[Critical Thinking](#)' section of LEAP Online for more information on evaluating information.



Vlogging: What's the Difference?

A vlog is a video blog, meaning that the content is often spoken. Vlogs have the capacity to include text, images, editing, and other interactive aspects, meaning that the creator has got the freedom to shape their content to their preference.

Vlogs are popular across media and social media channels. This includes YouTube, TikTok, Instagram, Facebook, Twitter/X, and more.

Vlogs can be used for a number of different purposes. Similar to blogs, they can be used as a reflection or opinion tool, a way to influence fashion choices, a platform for gaming, and even as an educational aid.

If you use vlogs in your academic work, be sure to analyse the credentials of both the content and the creator:

1

Is it appropriate to your work?

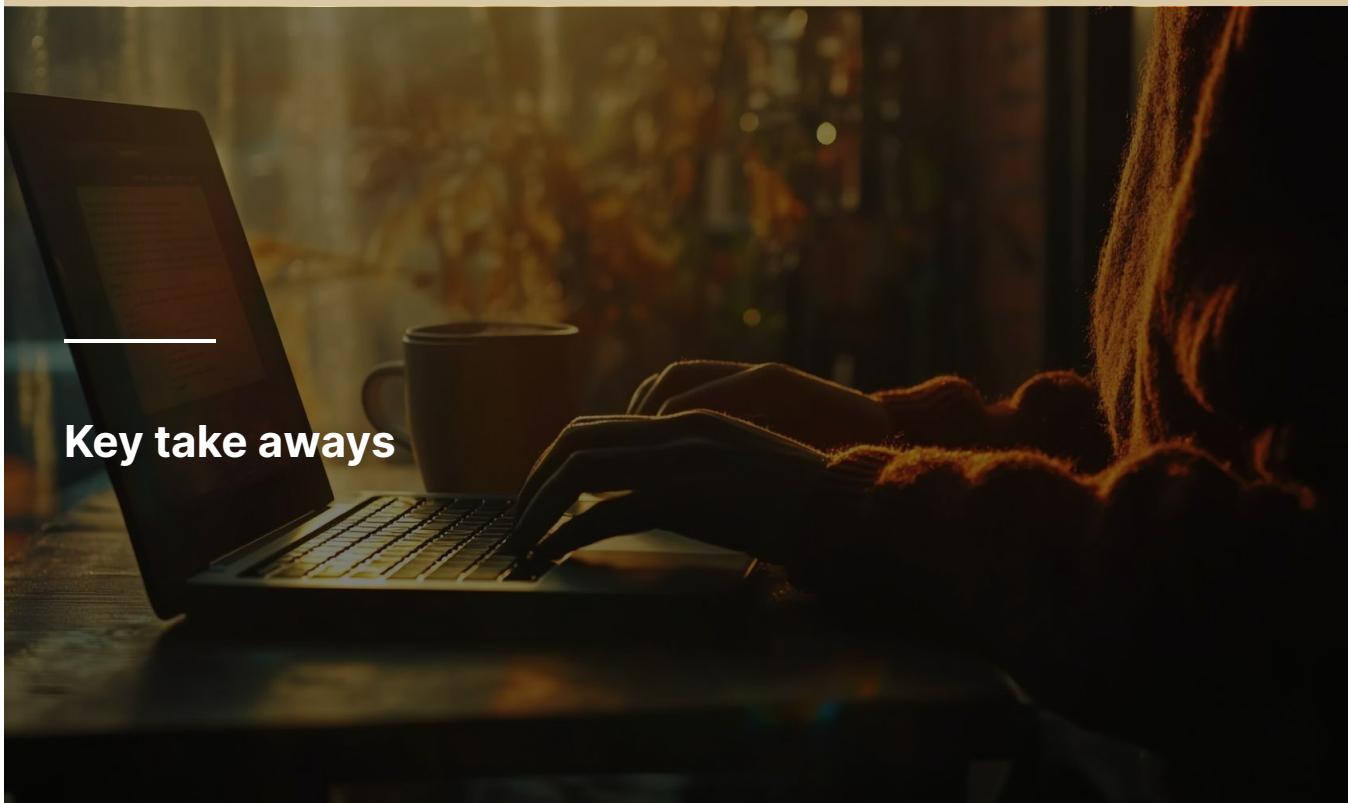
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Is it factual or opinionated?

3

Is the creator a professional in the subject being discussed?

If you are a vlogger, or are looking to get involved with vlogging, make sure that you look at online safety tips to protect both yourself and your content. Be sure to check out the Online Safety section on LEAP Online for more information.



Key take aways

1

Academic blogging is a powerful tool for sharing ideas, increasing visibility, and engaging with both academic and public audiences in a more accessible format

2

It supports networking and collaboration, allowing scholars to connect across disciplines and institutions while building a personal academic brand

3

Choosing the right platform depends on your goals and budget - options range from free (like Blogger and WordPress.com) to subscription-based (like Squarespace and Wix)

4

Blogging offers more depth and longevity than other social media platforms, making it ideal for thoughtful content and sustained

engagement

5

Best practices include regular posting, a conversational tone, and visual appeal, while also being mindful of privacy, accuracy, and professionalism