

# 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](#)

