



AHUA BLOG GUIDELINES

The purpose of the AHUA blog is to showcase the organisation's active voice within Higher Education, highlighting the current challenges and conversations the sector is facing. It provides as a fantastic resource of expert knowledge and an opportunity to be referenced within HE networks.

By becoming an AHUA blog author, you will represent the association, amplifying the collective expertise of our membership within the wider HE community. This will not only build your professional profile but also connect you with a wider network of colleagues and peers across the sector.

Blog Themes

All blog themes relating to Higher Education are welcome for submission, and the following themes have been identified as key areas for AHUA content:

- Legal Issues
- Government Policy and Regulation
- Funding Policy
- Operational Efficiency
- Governance
- Internationalisation
- Meet Our Members
- Wellbeing

Blog Format

While there is no strict minimum or maximum word count, based on engagement data captured, we recommend the blog aims to be 500-800 words/1 ½ -2 pages long.

Blogs of all formats are welcome, with the following as examples:

- Thought/opinion pieces
- Commentary on news/politics relating to Higher Education
- Updates or summaries of new initiatives or reports affecting universities
- Interviews with relevant professionals/experts
- Book reviews relating to Higher Education
- Interviews with members (you can reach out to the AHUA team for assistance)

Examples of all previous blogs can be viewed [here](#)

Blog Layout

To create a thought-provoking blog, the following points are recommended to consider:

Title: aim for 5-8 words long and it should contain some of the keywords from the blog to help readers get a clear picture of the content.

Sentence length: keep fairly short and simple where possible. Long and complicated sentences can be hard to read and understand, particularly if they include lots of technical language. Don't forget, it's not just AHUA members who read the blogs, so keep it all inclusive by avoiding sector-specific acronyms or terms.

Paragraph length: should also be kept short – usually 2-3 sentences where possible. Online readers will often scan the content to find the relevant/interesting information, so breaking the content down like this will make it easier to scan.

Headings: another good way to break the content into more easily digestible chunks. Think about whether the blog can be broken down with two or three headings.

Lists and Bullet points: these are increasingly popular for their simple format and readability. E.g. if you are writing a blog that is summarising a topic on “Ten things you need to know about Freedom of Information”.

Links: if you are referencing a particular news story, report or initiative, it's a good idea to include a link to the relevant source of information for the reader to review.

When doing this, hyperlink the name of the resource or document, rather than including the URL. E.g. ‘[The AHUA Website](#) is a resourceful tool’ rather than ‘The AHUA website (<http://ahua.ac.uk/>) is a resourceful tool’

CTAs : CTA stands for “Call to Action” and is usually something that you want people to do, for example “Follow us on LinkedIn”, “Download the full report”, “Sign up for the event”. If your blog relates to a report, news story or event, include a CTA.

Prompts: consider leaving a prompt or a couple of questions at the end of your blog relating to the topics or issues raised. This may encourage comments and dialogue from the readers.

Publication

Please send completed blogs to laura.rogers@ahua.ac.uk

Your blog will be reviewed by the Blog Editor, Helen Watson. Please be prepared that you may be asked



to make edits.

Once signed off by the Blog Editor, you will be informed by Laura when your blog is scheduled to be published.

Blogs are published on the [AHUA website](#) and a post on the [AHUA LinkedIn](#) and [BlueSky](#) accounts will be created to inform everyone and help drive engagement.

We encourage you to use your social media account to interact with these posts as it will help to boost engagement and be more prominent in follower's feeds.

Data

The engagement data for the blogs is captured and included in the monthly Media and Communications report.

All reports are available on the [AHUA Resources page](#)

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