

## **Evidence to Policy Blog Editorial guidelines**

### **Content**

The aim of this blog is to present narratives around three core themes:

- Success stories of UoS research impacting on policy
  - Personal reflections of researchers about the process of engaging with policymakers
  - Policymakers point of view on how best to support knowledge exchange
- The blog has a dual readership which requires content & language to be aimed at the educated generalist;
    - **Internally** for ECR's and PGRs who do not have developed networks for policy influence and would stand to gain from your insight into your experience.
    - **Externally** for policymakers and general public interested in engaging with policy relevant research.
  - The blog posts are the views of the individual authors and do not necessarily represent the views of the University of Southampton.

### **Procedure**

- The blog will be hosted on a section of the Public Policy | Southampton (PPIS) website: <http://go.soton.ac.uk/7hp>
- Blog word count is 400 - 600 words.
- A photo of the author and a short (max 30 words) biography is also required, and please provide a twitter handle and any relevant hashtags you would like us to use to promote the article on social media.
- In your biography, please include details of any relevant relationships or partnerships.
- Please provide examples, references, statistics and links where relevant and possible.
- Where you have worked on related research, please reference this.
- Please submit your articles to the editorial team at [publicpolicy@soton.ac.uk](mailto:publicpolicy@soton.ac.uk)
- Blog posts will be reviewed by the editorial team composed of staff from PPIS
- Once the final draft has been approved, authors will be notified of the date of publication in advance.

### **Blog tips**

- Use the first paragraph to attract the readers' interest. This should be a short paragraph highlighting the key points you will be making in the article.
- Include your most important points early on in the article.
- Use sub-headings to focus readers' attention on key issues.
- The last paragraph should emphasise a point made in your opening paragraph, or alternatively pose a question regarding what should happen next.
- Use simple and informal language.

All submissions to be sent as .doc files to [PublicPolicy@Southampton.ac.uk](mailto:PublicPolicy@Southampton.ac.uk)