

## BLOGGING GUIDELINES

### 1) Why Blog?

- *Inform the public:* Many people don't understand what conservation is, or what conservators do on a daily basis. Blogging is a great informal way to engage people in the study and conservation of cultural heritage.
- *Draw in potential students:* By sharing our experiences in Conservation at Cardiff, we can help attract potential applicants and increase the profile of the program.
- *Build your own CV and skill set:* Fluency in social media is an increasingly important skill. Employers now look for applicants who are able to blog, Tweet, Facebook, etc. While you are at Cardiff, you will learn to write for an academic audience, but it is just as important for you to learn how to communicate your work and your research to a wider audience.

### 2) Writing Posts

- *Remember your audience:* you are writing for the public. Some of your readers will be conservators, but many will be peers, friends or family. Please write clearly, and in simple, accessible language. This is not academic writing: be yourself, use your own voice, and be engaging. Avoid using "jargon" and technical terms.
- *Define terms:* if you do need to use technical terms, explain them simply and briefly - avoid the easy pitfall of using technical terms to explain technical terms! If explanations of terms are taking up more space than your actual content, try to link the reader to a more detailed explanation that they can follow if they choose (e.g. a website on FTIR or X-raying, an online journal article on metal corrosion), unless the purpose of your post is to describe a technical aspect of conservation in an accessible way.
- *Read your post out loud to check your grammar and clarity:* you will avoid a lot of grammar and phrasing mistakes if you follow this quick step.
- *Keep it short and concise,* 500-1000 words. Also try to keep your paragraphs short.

### 3) Using Photographs, and other Referencing advice

- Please include visual media in your posts!
- *Using your own photos:* if you use photos that you took, please make a note of this at the end of your post. Write captions for all of your photographs. If you are using a photograph of an object, make sure you have permission from the owner of the object. Link the reader to the owner's website, email, or social media, if possible.
- *Using photos from another person/website/book:* If you use a photograph that is not your own, credit the photographer in the caption and (if applicable) link the reader to the source. Reference a journal or book as you would in an academic paper. *When in doubt, ask for permission!*
- *Using photos you took at a museum:* If you take photographs at a museum, ask permission from the museum before you include them in a blog post. Credit the museum, link to their website, and properly caption any objects (artist, title of work, date, etc).
- *Museum or conference reviews:* If you visit a museum or attend a conference and want to blog about your experience, you do not need the museum's or conference organizer's permission to write the blog, but again, do seek permission before using photos. There is a freedom of opinion inherent in blogging, but the content is something you should be okay sharing with the museum: criticism and constructive feedback is acceptable, but please do

not be abusive, defamatory, or offensive. If a post is critical or controversial, the blog managers reserve the right to seek further advice from a member of staff regarding its inclusion.

- *Referencing texts:* If you do use publications when writing your post, include standard academic references, but try not to rely on other publications as if this were an essay. This is intended to be a way for you to share your experiences with the public and hopefully future applicants, not impress your tutors!

#### 4) Submitting Posts

- *Submission of author bio and photograph:* When you write your first post, please email the blog managers your student number, a short profile paragraph and a photo of you. They will then add you as a Contributor to the blog, which will allow you to read and create posts. Your bio and picture will be added to the “Student Profiles” page.
- *Submission to Blog Managers for editing:* Once you have been added as a Contributor, create a new post with a catchy but relevant title, your images, and your text. Choose your post categories, and suggest a few tags. Save the post as a draft, and let the blog managers know when you are finished. The blog managers will then edit the post for only spelling, grammar, and clarity, so please try to make your draft as polished as possible. If there are any other issues, the blog managers will contact you to discuss them prior to final submission.
- *Comments:* Please check back with your blog to see if anyone has left comments. Comments do have to be approved before they show up on the blog, but as long as they are appropriate, the blog managers will approve them so you can respond. This is a great way to interact with your blog readers, so please take the time to do this.
- *Sharing your post:* Please feel free to share your post on your personal social media account(s). The posts will also be shared on the department Twitter page @CUConservation. The more people who see the blog, the better!

Cardiff University is the ultimate owner of this blog, and reserves the right to remove any blog that may put the University in legal jeopardy. The University’s official guidelines supersede these; if you would like to see a copy, please contact the Blog Managers or the faculty supervisor Jane Henderson ([hendersonlj@cardiff.ac.uk](mailto:hendersonlj@cardiff.ac.uk)).

Blogging guidelines compiled with help from the community rules of Cardiff University, Exeter University (<http://www.exeter.ac.uk/students/bloggers/blogposttips/>), Indianapolis Museum of Art (<http://www.imamuseum.org/blog/wp-content/uploads/TMA-Blog-Guidelines-3.3.09.pdf>), and CILIP (<http://www.cilip.org.uk/blog/pleasures-pitfalls-writing-conservation-project-blog>), and from the advice of the Jane Henderson, Amy Hetherington, Jessie Taft, and the V&A Webmaster.