



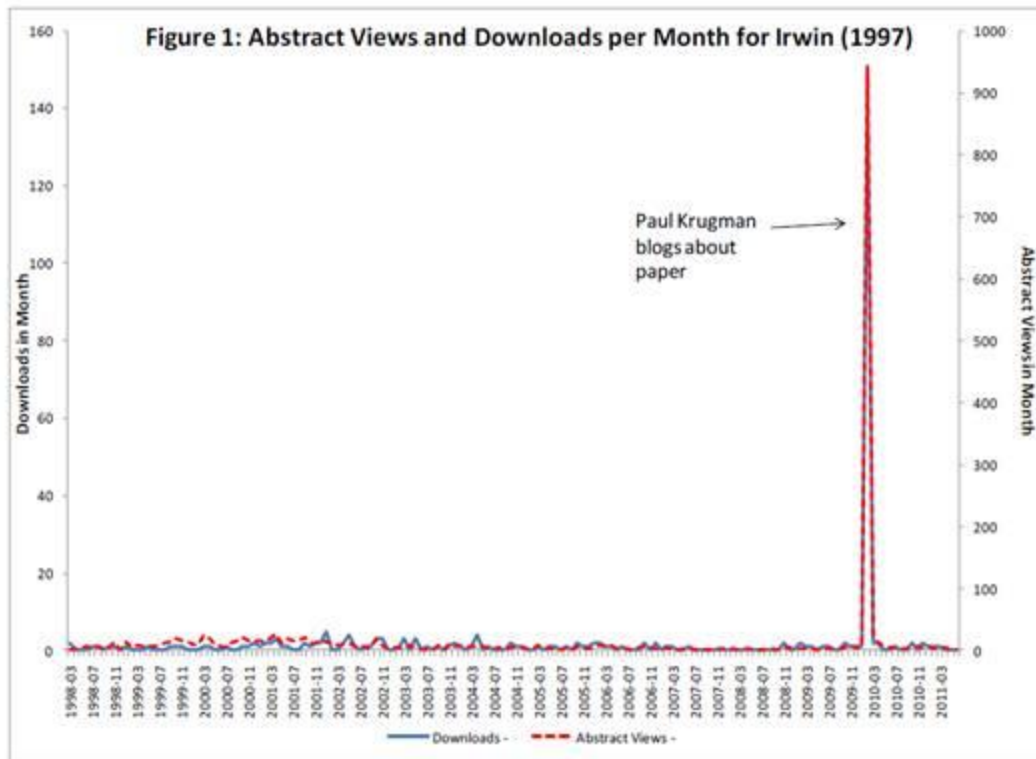
Climate & Development
Knowledge Network

CDKN MSc Research Award – Writing workshop

Writing a CDKN blog

Why blog?

- Research impact (stats):



- Policy impact (ODI example)
- 'Disseminability'

CDKN website - a brief history

- Formerly a big long list of content
- Now much more packaged
- Blog content vital, for the reasons outlined earlier, but also gives CDKN credibility



Writing for the CDKN website - a short guide

People consume digital text in different ways to how they consume offline/print media.

- Therefore, great digital content is:

- **Concise:** keep word count to 50% of what you would write offline

- **Scannable:** all sign-posting needs to be easy to understand out of context, as readers may not arrive via the home page.

- **Credible:** Our content needs to be professional, accurate and consistent to be differentiated from the vast quantity of low-quality information available on the web.

- **Self-contained:** Never assume a reader has read or will read anything other than the page they are looking at – it needs to make sense on its own.

- **Searchable:** optimising the use of keywords will help users find our content.



Tips for keeping content succinct

- **Get to the point quickly** and stay focused on it
- **Use the active voice**, not the passive
- **Use plain language** e.g. 'try', not 'endeavour', 'start' not 'instigate'
- **Paragraphs should be 3 sentences** maximum
- **Edit** – cut words that don't add anything and link to content covered elsewhere rather than repeating it
- If the article is long, start by scoping out what's to come by **listing sections**
- **If in doubt, consult CDKN style guide**



Titles and descriptions

Titles and descriptions are the most important unit of content (on the CDKN website this applies particularly to titles and excerpts). Good titles are:

- **Findable** – using keywords and plain language
- **Descriptive**, not clever (avoid puns that don't make sense out of context)
- **Instantly** understandable
- **Readable** in a list

