



Kasegaon Education Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute & Affiliated to Shivaji University, Kolhapur)

Date 15-06-2023

Rules for CTL Blog Posting

1. A blog should be on pedagogical content (Active teaching learning, innovative teaching, participative learning, innovative assessment and evaluation etc.).
2. Length of blog should be in between 1500 to 2000 words.
3. Send a blog to ctl@ritindia.edu.
4. A blog will be checked for plagiarism (Plagiarism should be less than 30%).
5. After plagiarism check a blog will be sent to domain specific expert for review.
6. After successful review the author will be notified and blog will be posted on www.ctlrit.com.
7. Guidelines for academic blog writing are enclosed herewith.

Prof. A. M. Jamadar
CTL Coordinator



Dr. S. K. Patil
Dean, Academics



Date 15-06-2023

Guidelines for Blog Writing

1. Pick your topic, set your aims:

Before you start writing your blog post be clear and specific on the topic and why you're writing it. You might want to cover what you learned from a recent conference you attended or write a lay summary of a journal article you've published.

2. Use an effective title:

For a blog post you want to use a catchy title, encouraging people to click through. But at the same time, make sure it isn't misleading and accurately reflects the content of the post.

Catchy titles e.g., '10 tips on ...', '5 things I learned about...' can often appeal to the time-short reader.

3. Know your audience:

Keeping your audience at the forefront of your mind is essential in every decision – from choosing the title to selecting images that will resonate.

4. Translate your language:

An academic blog post is different to an academic journal article. Often, they are intended for a wider audience, including those outside of academia so you need to tailor language to your audience.

5. Be concise:

Again, blogs are typically a lot more concise and briefer than journal articles. So, translate your arguments into the essential points.

6. Make it visual:

Use appropriate videos or pictures to help break the text up and make your blog post more engaging to the audience. Make sure you have appropriate permissions to use any images, giving credit to the artist where necessary.

7. Think about the whole picture:

Your blog post is a publication, so make sure it fits in with the rest of your research ensuring you cite it appropriately and bear in mind any intellectual property issues.

8. Include your social media handles:

Remember to include links to your social media accounts (LinkedIn, ResearchGate etc.) to build up your online research profile.

9. Be aware of your digital footprint:

Ensure your tone is professional and don't include anything you wouldn't want to be quoted on.

Reference: <https://authorservices.taylorandfrancis.com/research-impact/how-to-write-an-academic-blog-post/>

