

# California Sea Grant State Fellows Blog Post Guidelines-

updated 2020

The [California Sea Grant blog](#) is an outlet to share the work of our fellows with a broader audience. We want to build a community for fellows to tell their own stories in their own voices. The aim is to provide an outlet for your stories and experiences, or topical interests, as well as to highlight fellows' impacts and accomplishments with Sea Grant's network within California and beyond. The blog also provides you with an opportunity to write for a broad public audience, with feedback from science communications professionals. California Sea Grant also uses these blogs as a marketing tool and many applicants read these when they are considering to apply.

All submissions will be considered and reviewed but are not guaranteed for publication. Submissions may be edited for clarity, accuracy, and length.

## Our audience

The [fellows blog](#) is targeted towards the general public, including past, present, and prospective fellows as well as anyone interested in California coastal resources, management, or environment. We assume readers have no formal science training.

Please avoid academic jargon and acronyms wherever possible, and when not possible, explain any terms that would not be familiar to a general audience.

We will work with you to make sure your post is clear, interesting, and understandable, while providing scientifically accurate information. Please note that the editorial process may take several weeks and your submission may be held for several months to ensure a consistent publication schedule. We will also share the final version for your approval before it's posted on our website.

## Blog Post Submission criteria

### 1. *Topic:*

Based off feedback we received from the outgoing class of state fellows, the blog is open to posts on any relevant topic, including but not limited to:

- Write about a **specific experience** or **project** from your fellowship or previous research/studies
- **Explain a topic or issue** that people may be unfamiliar with
- **Report** from fieldwork, travels, conferences
- [Interview](#) a current or past fellow
- Share your experiences or give advice to potential future fellows or others exploring career paths in science
- **NOTE:** If you are writing about a topic related to your host agency, make sure to check with your supervisor first to ensure they are okay with sharing this information.

### 2. *Length:*

Please write a post between 400-600 words.

### 3. *Visuals:*

Please include 4-6 visuals to accompany your blog post. These may be photos, screenshots, figures or even video and websites. The best images have clearly visible faces, actions and distinctive backgrounds. For any images you provide, please ensure you have permission to publish the image. Provide caption and credit information.

4. *Format:*  
To better organize your blog post, use subheadings, bulleted lists, and short paragraphs to highlight key concepts and action items.
5. *Inspiration:*  
Not sure where to start? Look over past blogs on the California Sea Grant website, or take a look at some interesting science blogs <https://www.geekwrapped.com/the-20-best-science-blogs>

#### **What to send with your blog submission**

- A photograph of you, preferably “in the field” or in action
- Photos or visuals for your post (including photo credits) – PLEASE also send photos as separate image files along with your blog post submission
- *optional* Your Twitter and/or Instagram handle or website URL

#### **OTHER OPTIONS**

##### **Pre-approval required – (UPDATED) Deadline for proposal: One month prior to YOUR blog deadline**

Fellows who would like to contribute an alternative communications project may do so **with prior approval**. If you would like to contribute a form of communication other than a written blog post, we ask that you contact us ahead of time to propose your contribution and set an appropriate deadline/timeframe for your project (which may be earlier or later than your blog post deadline depending on the idea). If you do not reach out to us with an alternate project July 1, 2020, you will be expected to provide a blog post by the due date listed below.

Other options include:

- **Video:** Create a short video related to your fellowship experience or another relevant topic.
- **Social Media Takeover:** Submit a set of posts including images and captions or video “stories” for Instagram, Twitter, and Facebook. This could be at a specific event, on a certain topic of interest to you, or about your fellowship experience.
- **Multimedia:** Create a relevant infographic or other multimedia project.
- **Guidebook Update:** Review the [State Fellow Guidebook](#) and write an **update to a section** (Living in [your city], Preparing for the Matching Workshop, etc.) or **create a new section** that you think would be helpful. *This information would not appear in the blog but be used to update the existing guidebook for future years.*
- **Communications activity related to your extension project**

#### **Deadlines:**

**Timeline will be updated by CASG staff**

**Please send your blog post and other items to your fellowship point of contact (Nick or Catherine), and cc [casgcomms@ucsd.edu](mailto:casgcomms@ucsd.edu).**

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