

Students of SETAC Outreach Blog

Writing & Editing Guide

Guidelines to help you edit posts by other writers.

The SETAC Outreach website publishes three general types of blogs: **1) Highlighting science outreach and education efforts; 2) Student's explaining their graduate research; 3) Summarizing recent publications in the field of environmental toxicology and chemistry.** Regardless of topic, all science should be explained at a high school level. The post should be edited for typos and grammatical errors and assessed for overall writing clarity and style as per the guidelines below.

All blog edits should be done using Microsoft Word's Track Changes function.

1. Checklist

Make sure the writer has included:

- If applicable a correct reference to the work being talked about, including doi and a link directly to the article (applicable to a publication summary blog)
- An interesting picture to accompany the post, with captions explaining figure(s)
- A section on implications and significance of the research, study, or outreach work (depending on post)
- Definitions or references for any jargon used

2. Is the post compelling?

- Does the title grab your attention?
- Is the picture/figure appropriate? – Is it easy to interpret? Is there sufficient explanation of the figure? Would a different picture/figure be more effective?
- Identify any places where the post doesn't read quickly and smoothly – these spots may need to be simplified

3. Structure

- The piece should have some sort of arc – introduction, summary of work, conclusions
- Paragraphs should be in logical order and flow nicely from one thought to the next
- Look for places where there is maybe too much detail. Imagine a person with a non-science background reading the post... Would this amount of detail be necessary to understand the topic? This is common when methods are discussed
- Make sure the piece is focused and concise. If the piece is too long or unfocused, suggest some parts to cut.

4. Content

- The piece should fit within one of the three general blog types outlined above and on the SETAC Outreach website.
- Ensure the science and readability of the piece is at a high school level.
- Highlight any aspects that are confusing. If possible suggest alternative wording or sentence structure to improve flow.
- For a research blog, read the abstract and review the content of the article being discussed. Make sure the conclusions drawn from the work are correct.