

How to write the perfect blog:

1. Choose a good title and opening paragraph - make the reader want to read the rest, capture their attention
2. Know your audience – the readership of the QNIS website is typically nurses; past, present and future, they are interested in what you have to say
3. Be useful – why should people read your blog? What will they get out of it? Tell your story, create a resource for them.
4. Use images – images help tell your story, include images to illustrate the blog, where appropriate
5. Length – we are not prescriptive, a blog can be as long or as short as you like, just ensure its long enough to craft your message.
6. End with a message – finish with a thought that sums up the blog, concludes all you want to say.



For a really helpful external guide, visit <https://nhshorizons.passle.net/post/102ey1y/getting-started-with-blogging>.