

# Being a Research Blogger: The art of making an impact on the academic audience with your blog

## Author

Uttkarsha Bhosale

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Are you a researcher or an academic who blogs about your work? Do you want to engage with an academic audience, but don't know how? If so, you may be wondering how to best reach out to your target audience — other researchers and academics. After all, they are the ones who are most likely to be interested in what you have to say! In this blog post, we'll explore the art of reaching out to academics with your blogs. By using creative strategies and techniques, you can connect with researchers and continue the conversation beyond the initial blog post. So if you're ready to take your blogging to the next level, read on!

Blogging is one of the most rewarding and challenging tasks when it comes to creating meaningful content. Unlike other areas of blogging, research blogging requires you to delve into a variety of topics and establish yourself as an authority in your niche. This can be a daunting task for many aspiring bloggers, but it is also incredibly enriching. You get the chance to see your blog reach out to an audience that rarely gets the

opportunity to access such resources. You get to expand your knowledge base and build on the research done by experts in the field. This blog post will discuss the art of reaching out to academic audiences with your blogs, and how you can make the most of this unique opportunity.

## Why Should You Blog?

Blogging can be an incredibly effective way for academics to reach out to wider audiences and share research findings, experiences, thoughts, anecdotes, or even raise discussions on topics that need addressing. Using blogging platforms like [Enago Academy's Open Platform](#) can help in amplifying your research beyond academia by engaging with readers, while becoming a part of an exciting community of like-minded individuals.

Here are the benefits of writing academic blogs:

1. By sharing knowledge accessibly and inviting dialogue and debate, research bloggers can open up research to new interpretations and ideas, helping it to reach a wider public.
2. The emergence of digital communication as a powerful tool can help in building reputation and even secure career progression for the writers.
3. Academic blogging opens up doors that may be difficult to access through more traditional research routes alone.
4. It also gives you the opportunity to refine your writing skills, which is invaluable for producing research papers.
5. Unlike more conventional forms of academic writing, such as journal articles or books, research blogs allow you to communicate with your readers on a more personal level.

With academic blogging, not only will you join a vibrant and rewarding community of research bloggers, but you could also get one step closer to achieving professional goals! In addition, because blogs are typically shorter and less formal than other types of writing, they can be an ideal way to share your work beyond your network.

## Reasons to Start Your Research Blogger Journey

There are many reasons why you might want to start a blog.

- **Share your ideas with the world:** If you're conducting research, [reviewing the literature](#), [drafting a manuscript](#), or even sitting on a porch pondering about your life in one of the best universities away from your home country — everything that goes on in an academic's life within and beyond education, consider starting a blog to share your thoughts.
- **Engage with your audience:** Academic blogs provide an excellent opportunity to engage with your readers and hear their feedback about your work. In addition, by responding to comments and questions left by readers, you can create a dialogue that can help improve future projects.

- **Promote yourself and your work:** A well-written research blog can help create your identity as a research blogger and disseminate your work to a wider audience. If you're looking for tenure or promotion at your institution, these blogs can be one of the deciding factors in getting selected.

## Creating Interesting and Engaging Content for Academic Readers

How to start writing an academic blog is still a question for many. Academic blog writing can be daunting; therefore, make it engaging, accurate, and unique. To help spark a few ideas and get your creative juices flowing, why not write about the most exciting recent academic developments in your field of research? How have they changed the landscape? Take advantage of your knowledge and weave in interesting personal anecdotes to make your posts more engaging. If you're not exploring a unique academic development, look at current events and how they relate to research in fields like yours; readers will appreciate seeing an academic perspective on social or global issues. You don't need to limit yourself to academic topics either — why not showcase some of the newest technological advances that could revolutionize our industry or discuss any upcoming changes happening in the field? With these ideas in mind, writing for an academic blog is easy!

## Making Your Research Blog Successful

There's no one-size-fits-all answer to this question, as the best way to make your blog successful will vary depending on your specific goals and audience. However, there are some general tips that can help you reach a wider academic audience and make your blog more successful overall.

### 1. Be clear and concise in your writing

Academic audiences are used to reading dense, technical texts. However, that doesn't mean they don't appreciate clear and concise writing when they see it. When blogging for an academic audience, make sure your posts are well-organized and easy to follow. Use headings and subheadings to break up your text, and avoid overly complex sentence structures.

### 2. Write about topics that are relevant to your field

Your blog should be focused on topics that are of interest to academics in your field. Keep up with the latest research in your field and identify hot-button issues that scholars are debating. By writing about timely subjects, you'll increase the likelihood that your blog posts will be read and shared by other academics.

### 3. Cite your sources carefully

Because academic blogging deals with complex topics, it's essential to [cite all of your sources properly](#). Whenever you use data or ideas from another source, be sure to give credit where it's due, both in the body of your post and in a list of references at the end.

Writers can also check for the [author guidelines](#) to ensure that their article topic meets the scope of the platform and they meet the expected criteria before submission.

## Putting it All Together!

If you're considering starting a research blog but haven't taken the plunge yet, there you have it — everything you need to get started as a research blogger. We hope this post has inspired you to take the plunge and join the blogosphere. If you are a researcher keen to embark your blogging journey, send us your articles, thought-pieces or plain language research summaries at [Enago Academy's Open Platform](#).

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