

Blogging with Gravitas: An Editorial Guide for LSST's Community

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In contemporary higher education, public writing is a strategic act: it shapes reputations, surfaces research and connects our institutional purpose with lived practice. A well-crafted blog post - whether authored by a student, a lecturer, professional services staff or an alumnus - can perform the triple service of informing an audience, advancing discussion and enhancing LSST's intellectual profile. For years, LSST has treated blogging as a form of public scholarship that complements and extends traditional academic outputs – and with your help, will continue to do so.

This to-the-point editorial-style guide outlines ten steps to elevate your blogging, illustrated with authentic course contexts from LSST to ground the guidance in our academic environment.

To assist, please note that I will support you with additional MS Teams meetings, one-to-one calls and detailed feedback on your article drafts:

Step 1: Define Your Subject

Begin by selecting a **clear subject for your blog post** that will help students (think of **student employability** in all you do). This should align with your interests, expertise and the preferences of your target audience. Take time to research and brainstorm potential topics with LSST peers, considering what will resonate most with your learners/readers. Our main audience is students, staff and alumni – and prospective students - at LSST – but also note the presence of external stakeholders such as our partners and regulators.

I have advised that subjects can be mapped back to LOs / module aims and key themes based on your research interests. Such blogs can formulate class debate sessions, peer group discussions and class workshops – all will be most welcome and will help propel LSST's mission.

For example, *(let me know if you need more examples):

Marketing courses always have a Consumer Behaviour unit – this can invite expert blogs from those delivering the course. For example:

What's next for digital consumers? A blog to focus on embracing new digital channels, the impact of generative AI and user interfaces and the 'overload' of content and how this impacts consumers. So many ideas and articles just from this single area – let's discuss!

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Step 2: Craft a Compelling Headline

Your headline is the first impression your blog post makes on potential readers! It should be attention-grabbing, concise and relevant to the content of your post. It should be creative and inviting. Incorporate keywords that reflect the topic and aim to 'pique LSST Stakeholder curiosity', prompting readers to click and explore further.

Check recent examples at: www.lsst.ac/life

Step 3: Hook Your Audience

Once you've captured readers' attention with your headline, it's crucial to hook them in with an engaging introduction (I call this the lead – the way you lead readers to the next section). This could involve posing a thought-provoking question (rhetorical question), sharing a surprising statistic (please always add URLs and references for stats) or telling a compelling anecdote. The goal is to draw readers in and encourage them to continue reading.

Here's an example:

"AI innovation is vital for an organisational long-term survival, according to 95 per cent of staff at LSST."

Step 4: Offer a Solution

After establishing the concept or issue you'll be addressing in your blog, provide your unique perspective or solution. This is where you demonstrate your academic expertise and offer valuable insights to your audience. Make sure your content is always informative, relevant and actionable (how can it be implemented in the real world etc), leaving LSST readers with a true sense of satisfaction and new knowledge.

Step 5: Structure Your Content

Edit. Edit. Edit. Keep editing your blog once it is finished and do so by re-organising your blog post into logical sections with clear headings and/or subheadings. This helps readers digest and navigate the content more easily and enhances readability. We already have an information overload as it is – so consider incorporating bullet points, numbered lists or visuals to break up the text and make it more visually appealing.

Step 6: Write Engaging Content

When writing your LSST blog post, aim to engage and captivate your audience from start to finish (but always write the most important things first – do not leave it to the end, as mentioned in Step 3). Use an academic-conversational tone that resonates with your readers and avoids overly technical or jargon-heavy language. Incorporate storytelling techniques, personal anecdotes and examples to illustrate your points and make them more relatable. Learn from other LSST bloggers and keep notes on what blogs inspire you. The internet is full of excellent articles – learn from them. Speak with fellow staff. Get your drafts peer reviewed. Ask me for any support needed.

Step 7: Include Visuals / Infographics

Enhance your blog post with relevant visuals, such as a photo of you, images, infographics or even short videos. Visuals not only make your content more visually appealing but also help to reinforce key concepts and break up large blocks of text. Be sure to use high-quality visuals that are consistent with your own academic style and tone. I can help with this section – so please ask.

Step 8: Edit and Proofread

Before publishing your blog post, thoroughly edit and proofread it to ensure clarity, coherence and correctness. Look for grammatical errors, spelling mistakes and awkward phrasing - and make necessary revisions. Consider enlisting the help of a peer for an objective review of your content. I always read my news or blog articles from the bottom up – this helps me spot even more SPG errors. Or just reading it normally after a short break can help too.

Step 9: Add a Call to Action

After your blog post, include a clear call to action that prompts readers to take the next step. This could involve inviting them to attend one of your workshops via MS Teams, read your next blog in a series, or leave a comment, or share the post on social media, or even click through to LSST Life. But, please always add the below as standard:

We hope you enjoyed reading this blog. Join our vibrant LSST community and explore a wealth of opportunities for growth, innovation and lifelong learning. Discover your path with us at www.lsst.ac/courses or connect with our team at admissions@lsst.ac. Embark on a transformative journey with LSST today.

Step 10: Promote Your Blog Post

Once your blog post is live, don't forget to promote it across your own social media channels. Share it on all your social media platforms, tag #LSST and #LSSTBlogs, share it with your students and consider reaching out to your wider connections for additional exposure.

By following these ten dynamic steps, you can create compelling and impactful blog posts that resonate with our audiences and drive meaningful engagement. Remember to stay true to your unique academic voice and perspective and consistently deliver valuable content that keeps LSST's readers coming back for more. Happy blogging!

For additional support or for a general discussion, please reach out to me via kunal.mehta@lsst.ac