



Quick guide to starting your own blog

1. Find a blogging platform you like. WordPress is one of the easiest free sites available for you to blog on. Tumblr and Weebly are also easy-to-use sites with customisable design elements.
2. Decide on a schedule for posting—this will help you get into the habit of writing articles. For instance, you may only want to write once a month, or you might prefer to write weekly. But if you choose something and stick to it, you'll be more productive.
3. Once you've written your first few posts—remember they don't have to be long—start sharing your blog among colleagues and friends. If you have social media accounts such as on Twitter, Instagram or LinkedIn, post your blogs around.
4. Plan your content ahead of time. Some ideas for blog posts you could write are:
 - Why I'm researching [your thesis topic]
 - Little-known facts about [your thesis topic]
 - Best and worst parts of writing a thesis
 - Exciting developments in [your field]
5. When you've gotten comfortable with writing, you can branch out into multimedia. Create infographics for free in [Canva](#) or make some YouTube videos. Interview your fellow PhD candidates and ask for guest posts from other researchers.