BLOGI

korkea-
painetta

NÄKÖKULMIA
KULTTUURIHYVINVOINNIN
EDISTÄMISEEN

INSTRUCTIONS FOR BLOGGERS
in blog channel
"KORKEAPAINETTA - HIGH PRESSURE"

The blog channel *Korkeapainetta - High Pressure* **publish blog posts related to cultural well-being.** The blog channel offers various perspectives in how and why by consciously paying attention to the perspectives of creative and artistic activity and expression in everyday life, opportunity is given for new ways of being, community, and experiences of becoming part in something bigger. (Huhtinen-Hildén 2023.)

You can find the blog channel here: https://blogit.metropolia.fi/korkeapainetta.

Publisher and Editorial Board

Korkeapainetta - High Pressure **is a blog channel published by Cultural Wellbeing Research and Education Centre CuWeRE** in Helsinki Metropolia University of Applied Sciences. CuWeRE was established by the Helsinki Metropolia UAS and the University of Jyväskylä in 2023.CuWeRE develops and renews the multidisciplinary field related to creativity, arts, health and wellbeing in Finland. The Centre is focused on advancing the research-basis for the field and quality of higher education. See more: www.cuwere.fi/en/

The blog is maintained by own editorial board:
Laura Huhtinen-Hildén, Blog´s Editor-In-Chief, Ph.D., MMus
Elina Ala-Nikkola, Cultural Wellbeing and Communication Specialist, Master of Culture and Arts
Johanna Niemi, Cultural Wellbeing and Communication Specialist, M.Soc.Sc.

Language of the blog: Finnish and English

Target Groups of the blog: stakeholders, partners, professionals and working life community

Would you like to publish your text in this blog?

Would you like to publish in Korkeapainetta - High Pressure blog channel?
Please contact the editorial board by sending a short idea of your topic: culturalwellbeing@metropolia.fi

If the editorial board approves your topic idea, write the blog text closely following these author´s guidelines belowe, and then send the text to editorial board. The editorial board edits the text with the author - usually 2-3 rounds of editing before publishing.

Tips for writing a blog:

Before writing, please read carefully these tips and follow them. That makes the editorial process easier and faster.

• **Target audience**: Keep in mind who you are blogging to. Note that your readers can be both, the general public and professionals, also from other fields. So, clarify difficult concepts and help the reader get acquainted with your topic, for example, by pointing to additional readings.

• **Key message:** Select only one key message for your text. It is a good idea to focus on one topic or issue, and present it in a concise way. Capture the reader's attention right from the start! Announce your key message at the beginning, and proceed to details and additional information closer to the end. Make sure the reader understands what your write about. Remember that the online text is often read at a glance, or just by skimming the beginning of the text. Readers often allocate just a few minutes to online texts.

• **Scope:** A good length for a blog post is 200-600 words. Longer posts are also acceptable, but they need to be more in-depth.

• **Language and style:** This is an expert blog, so write in an expert style and perspective. Use reliable sources and clearly mark them in the text. However, your personality and language should also be expressed in the blog post, although it should always be done professionally. Additionally, pay attention to the comprehensibility and accessibility of your text. Write/speak short sentences and fluent language, avoid complex expressions that could make reading difficult. Write short paragraphs, and provide your text with subtitles or highlights, for example.

• **Sources:** All sources must be reliable and properly referenced. In our referencing practice, we follow the Vancouver referencing style. See example from here and follow it:
https://blogit.metropolia.fi/korkeapainetta/2023/11/27/osallisuutta-ja-yhteisojen-hyvinvointia-edistavaa-kulttuuripolitiikkaa-toivoen/

• **Title and key words:** They entice the reader to become more familiar with your text. It could be a good idea to describe the core content of the blog briefly, at the start of the text, under the title. You can also help search engine optimization, for example, by selecting the key words for your title that the readers would use if they searched for that information. Many readers just briefly glance at online texts: so, think about your headline, what kind of understanding the readers will have if they only read through your title and subheadings? In web writing, it could be a good idea to include more subheadings than in a printed text.

• **Formatting:** The formatting of the text must take into account the accessibility of the text. Bold should be used sparingly, for example, to highlight keywords in a longer paragraph. Bullet points also support the visibility of the text and structure. Italics or underlining should not be used.

• **Images:** Each post must contain at least one image. The image must be horizontal (image size: width 620 px, height 420 px). You can take the pictures yourself or use pictures from other appropriate sources. Note, written permission is required if there are people in the pictures. If you use images that you did not produce yourself, please inform about the rights for using them in the blog text (e.g. permission from the photographer or another rights holder). The editors are not responsible for image permissions, this is the responsibility of the blogger. Note that for accessibility reasons, Alt-text describing the content of the image must be added.

• **Figures, tables, charts, etc:** Welcome to attach charts, tables, diagrams etc. to your text. However, in order to ensure accessibility, Alt-text explaining their content must be added, unless the description appears in the text.

• **Author´s presentation:** Add a short description of yourself to the end of the text. Please indicate your role at Metropolia if you have such a role.

• **Choose 3 to 10 keywords for your text.** These tags should describe the content of your text. It is important since good keywords will help the readers find your text.

• **Welcome to actively share your published blog** via social media and other channels. For example, it would be a good idea to add the blog link to your LinkedIn profile. Encourage people to discuss the theme and take an active part in discussion yourself.

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As the author of the blog, you are responsible for the content you produce and for all the copyrights associated with the content. You are also responsible for appropriate referencing in your blog.

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