

# Author's guidelines: Instructions for bloggers

## Metropolia's Masterminds, Master's level publications

### Welcome to Metropolia's Masterminds Blog!

**Masterminds - Maisteriaineista** is a blog channel by Metropolia University of Applied Sciences, which you can find here: <https://blogit.metropolia.fi/masterminds/>. The blog is maintained by own editorial board. The publications include texts, podcasts and videos, or a combination of these.

#### Masterminds blog

- Language: Finnish and English
- Target groups: stakeholders, partners, professionals, and working life community

#### Editorial

- Raisa Varsta (Editor-in-Chief), Senior lecturer, Head of Master's Degree programme, [raisa.varsta@metropolia.fi](mailto:raisa.varsta@metropolia.fi)
- Jukka Kesänen, Principal lecturer, Continuous Education, [jukka.kesanen@metropolia.fi](mailto:jukka.kesanen@metropolia.fi)
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#### The goals of Masterminds blog

- General objectives of Metropolia's blogs:
  - to increase the dialogue between Metropolia and its customers and stakeholders
  - strengthen Metropolia's role as a social actor in higher education and development of working life
  - strengthen Metropolia's community image as an energizing partner.
- Specific objectives of **Masterminds - Maisteriaineista** blog:
  - to highlight the know-how generated during Master's studies and other Master's events, as well as share insights and experiences
  - address the themes related to Master's activities, from the perspectives of students, instructors, alumni and partners
  - disseminate up-to-date information related to Master's studies to professional communities and the general public
  - make Master's degrees known to a wider audience.

#### Blog Copyright

- 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.

#### Referencing policy

- All sources must be reliable and properly referenced.
- In our referencing practice, we follow the Harvard referencing style, similar to theses. Read more instructions and see example from here:

[https://docs.google.com/document/d/1RmcRXrjWxlAwwUr\\_QkcvvCPt2FE215U1SWMX-Wcw4iQ/edit#](https://docs.google.com/document/d/1RmcRXrjWxlAwwUr_QkcvvCPt2FE215U1SWMX-Wcw4iQ/edit#)

- It is a good idea to include links to other pages into your blog. This improves the readability and promotes the visibility of your article through search engines. Linking works well for the following situation, for example:

### The blog delivery process

1. Start by selecting the appropriate topic that matches Metropolia's Masterminds blog goals (described in the Blog goals above):
  - a. Students: start by discussing the possibility of publishing your blog text with your thesis supervisor, for example, as your Maturity test. Other interesting topics can come from sharing insights from your projects and studies on the Master's level.
  - b. Staff members: Consider what knowledge, insights or experience related to Master's level activities could be brought to the attention of wider awareness.
  - c. If you are unsure about the suitability of your topic, send an e-mail to the Editor-in-Chief: [raisa.varsta@metropolia.fi](mailto:raisa.varsta@metropolia.fi)
2. Write the blog text closely following these author's guidelines, and then send the blog proposal to the editorial board via email: \_\_\_\_\_
3. The Editor-in-Chief will preliminarily check the text and either submit it for editing to the Editorial board, or return it to you for corrections. In case the proposed blog post doesn't meet the blog goals, you can edit your post further to meet the goals.
4. Once it has received the preliminary approval, the editorial board will accept your publication for editing. The editor will contact you to start the editing work. Simultaneously, you will agree on a preliminary release schedule. The blog is usually ready to be published after 2-3 rounds of editing. Beware to set aside enough time for the editing process.
5. Once the text has been edited and approved by the Editorial Board, it will be published according to the agreed publication schedule. Note that the publication schedule will also be affected by other texts submitted and waiting for publication.

### Tips for writing a blog

- **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 you 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, the length of the video included in the post is 3-5 minutes, and the length of a separate podcast or video can be, for example, 10-20 minutes. 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. Ground the content of your post onto your thesis, project work, or insights generated from your expert work. Use reliable sources and clearly mark them in the text (see Referencing policy above). 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/listening difficult. Write short paragraphs, and provide your text with subtitles or highlights, for example.

- **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 or video. 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 or videos 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). We recommend to utilize the images from Metropolia's image bank: [Metropolia - ImageBank X](#). Indicate the image source at the end of the text or in the caption. 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. More information here: <https://oma.metropolia.fi/henkilokunnalle/ki-toiminta/saavutettavuus/ohjeet-ja-opaat/sisallontuottajan-ohjeet>
- **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.
- **Reference list:** See the Referencing policy above. List your sources at the end of the text. Provide a full bibliographic description and ensure accessible format for your sources listed; see examples in the Referencing policy section.
- **Videos and podcasts:** Use high quality footages (for example, make sure the main focus/character is located at the center of the picture, not in the back or aside, and video or audio materials have high quality, e.g. adequate lighting, sound, and resolution). The sound quality must be clear and uninterrupted. The author is responsible for creating subtitles to ensure accessibility. More tips for videos and podcasts can be found from: [https://docs.google.com/document/d/1RmcRXrjWxlAwwUr\\_QkcvvCPt2FE215U1SWMX-Wcw4iQ/edit#](https://docs.google.com/document/d/1RmcRXrjWxlAwwUr_QkcvvCPt2FE215U1SWMX-Wcw4iQ/edit#)
- **Author's presentation:** Add a short description of yourself to the end of the text. Please indicate your role at Metropolia and your connection to Master's activities. You can find examples from [introductory posts by other bloggers](#) from Metropolia's blog.
- **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. Also:
  - [Read Metropolia's blogging guidelines at OMA:](#)  
<https://oma.metropolia.fi/henkilokunnalle/viestintapalvelut/sosiaalinen-media>
  - [Read more about accessibility in online text:](#)  
<https://oma.metropolia.fi/henkilokunnalle/ki-toiminta/saavutettavuus>

## Publishing a blog

- Once the final version has been approved by the editorial board and you, the blog will be published in Metropolia's WordPress editor. The blog's editorial board is responsible for uploading the publication to the blog platform.

## Blog sharing

- 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.
- Welcome to link the blog to other suitable websites, especially if the sponsor of your thesis or project benefits from sharing the blog, for example.
- You can also add the blog link to your page in Metropolia's People Finder as a reference.

## BLOG WRITING BY THE STAFF MEMBERS

### The publication criteria by The Ministry of Education and Culture (OKM's publication criteria) and Metropolia's guidelines

Does your writing meet these criteria? You can apply for gaining publication points with this blog post, in case:

- The publication is based on the author's research, development and/or expert work.
- The content of the publication has not previously been published in a similar format.
- The author of the publication has a connection to Metropolia University of Applied Sciences.
- The publication provides a reflection based on personal expertise, not, for example, general information or a project presentation, although they can be part of the writing.
- Learn more from: [Guidelines for Collecting Publication Information and Making a Publication Notification \(Google Docs\)](#)

### Publication notification

- Once the blog has been published, make a publication notification.
- Choose the publication type: "E1 Popular article, newspaper article"
- Read more detailed instructions from: [Guidelines for Collecting Publication Information and Making a Publication Notification \(Google Docs\)](#)

### Publication fees

- After making a publication notification, you will automatically receive a publication fee (€ 200 per publication).
- If the publication is written by more than one Metropolia representative, the publication fee will be divided between them. For example, two authors = € 100 per person.
- Publishing fees are processed at certain intervals. The fee is paid mainly in connection with the payment of salary, within approximately 1-2 months of the publication notification.
- At the end of the year, check [OMA's schedules for special handling of publication fees](#).
- Read more about [the publication fees in OMA](#).

**Thanks for blogging! Please contact the editorial staff if you have any questions.**