# Guidance on writing a blog for the British Geriatrics Society

Thank you for your interest in writing a blog for the BGS. Once your blog is submitted, it is reviewed by the BGS Communications team before being uploaded. The BGS Social and Digital Media Editor will check for accuracy of any clinical content. For inspiration, visit www.bgs.org.uk/blog to read our recent submissions.

**Author details:**

- Include your full name, job title, workplace and a short biography.
- Share your X or BlueSky handle (if you have one) to help readers connect with you.

**Content:**

- The recommended word count is 500-800 words.
- Keep your blog informal, concise and engaging.
- Personal experiences, anecdotes and case studies make a blog more relatable and impactful.
- Write a catchy title that encourages readers to click on your blog.
- Spell out abbreviations and acronyms the first time you use them.
- Consider a call to action to inspire discussion and engagement.
- Avoid using language that might be deemed unacceptable or inappropriate when describing the health of older people. Please see the BGS language guide for preferred terminology.

**Visuals:**

- Attach a high-resolution image of yourself or an image related to your blog content.
- If you do not have a photograph, the BGS will use a stock image.

**Please send all blog submissions or questions to the BGS Communications team:**
**pr@bgs.org.uk**