



PCRS Blog Post Writing Guide

What Do We Publish?

We publish: General opinion pieces on palliative care, with an emphasis on new research. We also publish profiles of PCRS members and tips for getting involved in palliative care research.

Tips for Writing a PCRS Blog

Where possible, contact us at admin@pcrs.org.uk before you submit your blog to discuss content and when it could be published.

Choose a Catchy Title

Your title should:

- ✓ Be clear and specific
- ✓ Spark curiosity

Create an Outline

Structure your post before writing:

- ✓ Introduction: Hook the reader and introduce the topic
- ✓ Body: Break into sections with subheadings
- ✓ Conclusion: Summarise key points

Write the First Draft

Blog writing tips:

- ✓ Use a conversational tone. Try to write the blog as if you were speaking to a colleague.
- ✓ Keep paragraphs short (2–4 sentences)
- ✓ Use bullet points or numbered lists for clarity
- ✓ Avoid jargon and specialised language

Include examples, personal anecdotes, or data to support your points

Where appropriate, use 'I' and 'we'

Edit and Proofread

- ✓ Check for grammar, spelling, and clarity
- ✓ Read aloud to catch awkward phrasing
- ✓ Ensure the blog is under 600 words, ideally no more than 500 words

Add Visuals

Include images, infographics, or videos to enhance engagement.

Use websites like [Pixabay](#), [Unsplash](#), and the [Centre for Ageing Better](#) to find images, and ensure that these are licensed under a Creative Commons License.

Image size specifications: 1600 x 900 px

We can adjust the image size for you if the original image you would like to use is emailed to us.

Include Social Links

Please include any tags for X, LinkedIn, and Bluesky so we can tag you into the blog post. You can also include a link to your ORCID or Research Gate profile.

Include a Call to Action

Encourage readers to:

- ✓ Leave a comment
- ✓ Share the post on social media
- ✓ Subscribe to the PCRS newsletter
- ✓ View related content on the PCRS website

Send the blog to the PCRS team

You can send your blog to admin@pcrs.org.uk

We will work with you to edit the blog for readability.