Instructions for Blog Authors

Thank you for taking the time and trouble to write for the HEPI blog. The blog is circulated daily to everyone who has signed up for email updates and is made publicly available on our website. It aims to make brief, incisive contributions to the higher education policy landscape. This document does not replace our full Instructions for Authors but highlights areas where our blog authors commonly fall down.

1. HEPI blogs should be **between 500 and 1,000 words**. The optimal length is 600-800 words. We will only consider blogs over 1,000 words where the extra length is essential to make the point. We sometimes run longer blogs in two parts.

2. Please **include the following information with your submission:** Author's name, Role, Organisation, LinkedIn URL and Twitter handle.

3. We are a policy organisation. **Criticism should always be accompanied by policy proposals**, and constructive criticism is better than destructive criticism.

4. Case studies can often be highly valuable, but **should always be assessed in light of the lessons they offer for other contexts**.

5. **Blogs should be written in an accessible style** for intelligent, non-specialist readers and should avoid academic terms. Complicated points can almost always be expressed in simple ways. **Acronyms should be spelled out** in the first instance.

6. **The currency of policymaking is killer facts**, so always include some little-known or wholly new facts that are likely to grab the attention of the reader. A short blog with one killer fact will almost always be more effective than a long one with none.

7. **References should be formulated as hyperlinks**, not endnotes or footnotes: HEPI research shows a quarter of world leaders were educated in the UK.

8. Finally, the art of changing minds is to use your strongest arguments to maximum effect while not bludgeoning those who disagree with you. **Convey the argument in memorable ways so that busy people can summarise the blog in just a few sentences.**

Please direct any questions to Josh Freeman at j.freeman@hepi.ac.uk.