

THE ART AND SCIENCE OF BLOGGING

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CRYOPOLITICS
ARCTIC NEWS & ANALYSIS

US APECS Webinar
9 June 2016



Why blog?

- Get the word out, practice writing, and make new friends and colleagues
- Offer a voice independent from mainstream media
- Share your experiences, which are often unique for polar scientists
- Academics: search committees are increasingly looking for evidence of outreach and impact beyond academia

Getting started



Blogging for other outlets

Foreign Policy Blogs

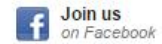
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CUBA

REGIONS

TOPICS

Norway's Prime Minister calls for advancing Northern Norway's knowledge economy

by Mia Bennett | on January 29th, 2014 | 0 Comments

ARCTIC



Norwegian Prime Minister Erna Solberg speaks at Arctic Frontiers. January 21, 2014. © Mia Bennett.

Although last week's Arctic Frontiers conference in Tromsø, Norway focused on the activities of "humans in the Arctic," from sleeping habits to snowmobile accidents in

Author

Mia Bennett

Mia Bennett is pursuing a PhD in Geography at the University of California, Los Angeles (UCLA). She received her MPhil (with Distinction) in Polar Studies from the University of Cambridge's Scott Polar Research Institute, where she was a Gates Scholar.



Mia examines how climate change is reshaping the geopolitics of the Arctic through an investigation of scientific endeavors, transportation and trade networks, governance, and natural resource development. Her masters dissertation investigated the extent of an Asian-Arctic region, focusing on the activities of Korea, China, and Japan in the circumpolar north. Mia's work has appeared in ReNew Canada, Water Canada, FACTA, and Baltic Rim Economies, among other publications.

She speaks French, Swedish, and is learning Russian.

Follow her on Twitter @miageografia

[Read all of Mia Bennett's Posts](#)




Launching your own site


Potential platforms: Wordpress, Medium, Tumblr...

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POSTED BY
MIA BENNETT



POSTED ON
JULY 26, 2015



POSTED UNDER
ARCTIC, FINLAND, RUSSIA,
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Finding a niche for your blog

- Deeper **historical** and broader **spatial** perspectives
 - Interconnections between **climate change, industrialization, and globalization**
 - The **view from the ground** and the **view from space**
- 

Special themes



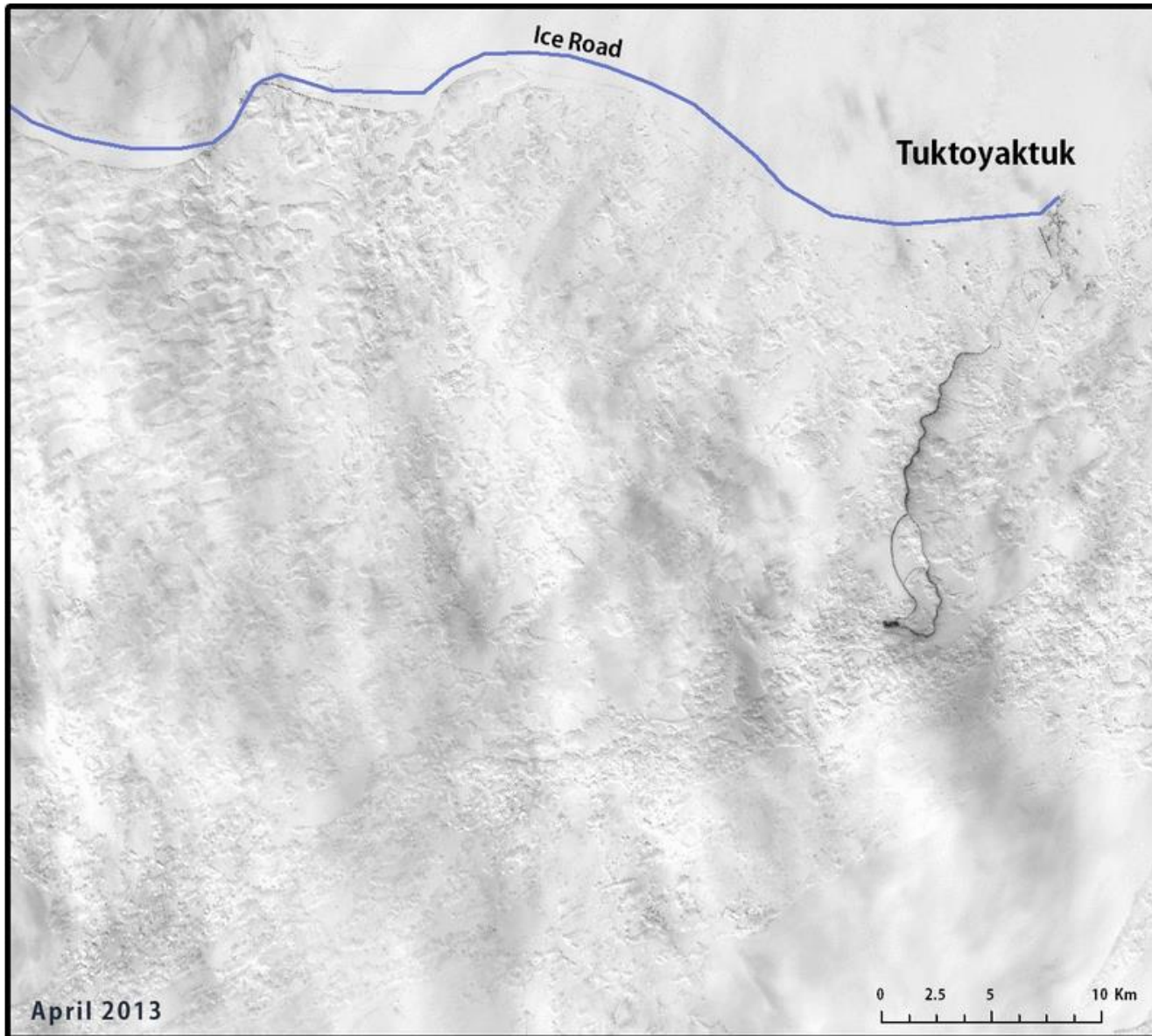
**FIELD NOTES
FROM GREENLAND**

Special themes



FIELD NOTES FROM RUSSIA

Special themes



Incorporating other media

- Photography
- Maps
- Videos
- Satellite imagery
- Sounds/music



Making your blog relevant

Connecting
your topic to
people's
daily lives



Making your blog relevant

- **If current events-focused:**
 - Stay on top of news
- **If science-focused:**
 - Incorporate new scientific publications
- **If photography-focused:**
 - Use Instagram, Flickr, etc.

COP21: NO CHANCE OF TURNING DOWN THE HEAT ON THE ARCTIC



The Greenland Ice Sheet melts out partly through supraglacial rivers that slowly drain it. Photo: Mia Bennett, August 2014.

The world's leaders are meeting in Paris this week for the 2015 United Nations Climate Change Conference, generally known as COP21. In the eyes of many, this is the make-it-or-break-it moment for action on climate change. If we don't act now, it's believed, then the world will barrel full steam ahead to a planet that's at least 2°C warmer on average. United Nations Secretary-General Ban Ki-moon intoned, "A political moment like this may not come again... We have never faced such a test. But neither have we encountered such great opportunity." But climate activist and journalist Bill McKibben offered a more cynical take on the meeting. Even if world leaders manage to reach an agreement, he



Tips and tricks

- **Keyword search optimization and hashtags**
 - Put keywords in title, image, and image alt descriptions. Keep titles <70 characters.
- **Photos**
 - Use photos that are Creative Commons licensed – or better yet, your own.
 - Don't name a photo "DSC109.jpg." Name it "Greenland-supraglacial-lake.jpg."
 - Resize photos to ideal resolution for fast viewing (ie 800x600 pixels – not 2000x1200).
- **Promote your blog** on Twitter, Facebook, Instagram, and in your signature
 - Use Tweetdeck to manage personal and professional Twitter accounts side-by-side.

Writing for online audiences without blogging

News Deeply
ARCTIC DEEPLY

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FEATURES


A Transgender Tragedy in Pakistan

By Umer Ali
June 08, 2016

The murder of a transgender woman sheds light on the oppression the trans community faces in Pakistan.





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Opinion  8 June 2016

The New Blue Economy: A Vast Oceanic Frontier

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Questions? Suggestions?

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