



Instructions for Blog Authors

Thank you for taking the time and trouble to write for the HEPI blog. The blog is circulated daily to those who subscribe to our daily emails and seeks to contribute on issues of higher education policy. 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. **We do not run 'advertorials'**, pieces which uncritically promote an organisation, product, or agenda. This is because we are a charity bound by law on corporate and political promotion. Authors should evaluate any intervention in a systematic and balanced way.
5. **References should be formulated as hyperlinks**, not endnotes or footnotes: HEPI research shows [a quarter of world leaders](#) were educated in the UK. Unless they are widely known truths, **factual claims should have a reference**.
6. **Blogs should be written in an accessible style** for intelligent, non-specialist readers and should avoid academic terms. **Acronyms should be spelled out** in the first instance.
7. **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.
8. Finally, HEPI blogs seek to persuade as well as inform. **Convey your argument in memorable ways** so that busy people can summarise the blog in just a few sentences. The art of changing minds is to **use your strongest arguments to maximum effect while not bludgeoning those who disagree with you**.

Please direct any questions to Charlotte Armstrong at c.armstrong@hepi.ac.uk.