Instructions for blog authors

Last modified October 2026

Thank you for taking the time to write for the HEPI blog. The blog is circulated 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.

1. HEPI blogs should be between 500 and 900 words. The optimal length is 600-800 words. We consider blogs over 1,000 words for our Weekend Reading slot. Please note that these slots are limited and very competitive.
2. Please include the following with your submission: Author's name, Role, Organisation and LinkedIn URL.
3. Blogs should always be submitted in Word Document form.
4. Please familiarise yourself with our AI policy, available on our website.
5. Blog titles should be short, and only have capital letters at the beginning, and after any full stops.
6. Top-level subheadings should be bold, and second-level headings bold and italicised.
7. We are a policy organisation. Blogs must have a clear policy relevance, and criticism should always be accompanied by policy proposals.
8. We do not run 'advertorials' – pieces which promote an organisation, product or agenda.
9. Any papers, reports, articles etc. referenced in the blog should be linked to via embedded hyperlink. References should also be formulated as embedded hyperlinks. Unless they are widely known truths, factual claims should have a reference.
10. Blogs should be written in an accessible style for intelligent, non-specialist readers and should avoid academic terms. Acronyms should be spelt out in the first instance, and 'higher education', 'further education' and 'higher education institutions' should always be written out in full.
11. 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.

Please direct any questions to blogs@hepi.ac.uk