



## TEACHING MATTERS STYLE AND CONTENT GUIDE

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The focus of *Teaching Matters* is on celebrating and showcasing excellence in learning and teaching across the University. This document offers style and content guidance for *Teaching Matters* blog posts.

### Blog posts

**Audience** - The site has a wide audience composed of staff, students, and the wider public who want to find out more about successful and innovative teaching around the University. Your article should be written in language that is accessible to an intelligent lay audience; please avoid jargon. The tone can be quite conversational and less formal than an academic paper.

**Structure/ content** - Blog posts do not need to follow a prescribed structure, however a possible structure for your blog might be as follows:

- Opening: briefly (1-2 sentences) outline the topic and its relevance to learning and teaching.
- Main body: 3-4 paragraphs containing examples or discussion points/ideas.
- Ending: a reflection on future directions and/or an emphasis on practical applications; links to further resources.

If you've already written up something for a magazine, web feature, case study or equivalent we can help re-style it. Student quotes or contributions are always great too.

If you want to include references to journal articles, books or websites, please include a hyperlink to the site or journal DOI, or list the publications at the bottom of the post. We can embed videos and images if you'd like us to. Please also list any websites or additional resources you'd like us to list at the end of your post.

We'll come up with a title but feel free to include this if you've got something specific in mind.

**Length** - posts should be approximately 500 words in length (no more than 650 words please). We are happy to include any images or media for which you have permission to use.

Your entry may be lightly edited for length and style.



# THE UNIVERSITY *of* EDINBURGH

## Accompanying images

When submitting your blog post, please also send any images you would like to accompany the piece (please ensure you have permission to use the image and that the images are high quality). If you do not have any appropriate images, we will source an image for you.

## Biography and author photo

Each of our blog posts includes a short author biography and a profile photograph. Please include these when submitting your post. If you'd rather not include a photograph of yourself that's fine, just let us know.

## Tags and categories

All of our blog posts are assigned tags and categories to make them easier to find on the site. Please include the categories and tags that are most relevant to your post at the bottom of the blog text. You can include additional tags if required but please select at least one overarching category.

1. Assessment and feedback (exams; assessment; feedback; GPA; feedforward)
2. Curriculum development (curriculum; design; research-led learning; interdisciplinarity)
3. Academic communities (networks; collaboration; communities; tutors and demonstrators; international/isation)
4. Learning environments (physical, virtual, social) (group teaching; lectures; large classes; tutorials; workshops; supervision; laboratories; clinical)
5. Experiential learning and community engagement (community; engagement; experiential learning; outreach; partnership; ILW; FCL; sustainability)
6. Student-led learning (student-led learning; Edinburgh Award; ILW; peer learning; SLICCs)
7. Digital education and online and distance learning (digital education; distance learning; learning technology; MOOC; online; open education; OERs)
8. Understanding and supporting diversity and inclusion (accessibility; diversity; equality; inclusion; LGBT+, BME, disability)
9. Student employability and career development (employability; careers; Edinburgh Award; internships; graduate attributes)
10. Supporting staff development in learning and teaching (awards; promotion; reward; EUSA teaching awards; accreditation; HEA; tutors and demonstrators; evaluation; faculty development)
11. Academic and Personal Support (mental health; counselling; academic support; personal support; supervision; mentors; personal tutors; transitions; induction).
12. Scholarship of Learning (research, pedagogy, publication).