

# NURSING & HEALTHCARE

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# BLOG WRITING FOR BEGINNERS

GETTING STARTED  
CONTENT IDEAS  
STYLE TYPES

**NURSING CE  
CENTRAL**

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## WHY CONTRIBUTE TO A NURSING BLOG COMMUNITY?



Inspire and uplift the nursing industry and profession, and express your nursing experiences through a creative outlet.



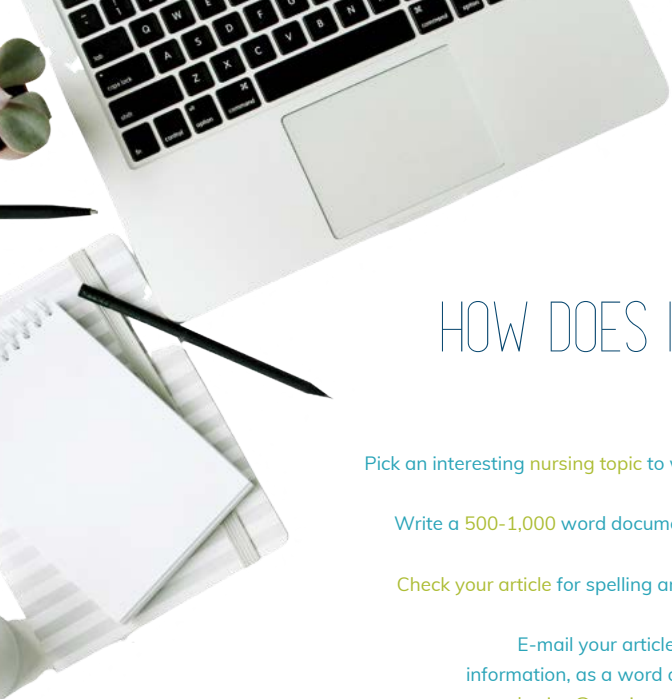
Help and connect with other nursing professionals.



Diversify your resume and expand your nursing career potential, through educational writing experience that garners national exposure.



Network with readers and Nursing CE Central partners, such as major universities, hospitals, and large, corporate healthcare and nursing education companies.



## HOW DOES IT WORK?

Pick an interesting **nursing topic** to write about.



Write a **500-1,000 word** document about it.



Check your **article** for spelling and grammar.



E-mail your article and author information, as a word document, to [sharing@nursingcecentral.com](mailto:sharing@nursingcecentral.com).



Receive **confirmation of receipt** from our Nursing CE Central editorial team.



Once your blog is posted, receive a link to share with friends and coworkers, as you develop **personal blog followers**.



## OTHER

'Author information' includes author name, credentials, and a professional or semi-professional photo or head-shot image of the author.

All blog submissions must be original content, and will be subject to a plagiarism screening by Nursing CE Central's editorial team.

Frequent blog contributors and highly ranked authors are eligible for sectionalized and branded blog subspace at NursingCECentral.com.

Visit our blog at  
[WWW.NURSINGCECENTRAL.COM/CONTENT](http://WWW.NURSINGCECENTRAL.COM/CONTENT)  
for a closer look at nurse-related blogging content



# GETTING STARTED

WONDERING  
WHERE TO BEGIN?  
WE CAN HELP!

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The world of blogging has evolved over the years, and now offers a wide variety of tones and platforms, to share information and connect to those of similar walks of life, and interests. Blogging allows every-day nurses to express themselves and contribute their valuable feedback to the nursing community.

Today's blogs range from high authority to casual sources, and includes websites such as online journals, info and news pages, as well as personal outlets and digital diaries. They are often a source of community engagement, and serve as a digital meeting ground for knowledge sharing and personalized dissemination of real-world experiences and facts.

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If writing a blog has been on your 'to-do' list since the early 2000s, we are here to tell you that now is officially the time to take the plunge!

## CONTENT IDEAS

# WHAT DO I WRITE ABOUT?

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### NURSING NEWS

Think about what is **new** in your nursing world! This can include topics such as: emerging or trending patient complaints/illnesses, issues in job benefits or work environments, changes to nursing or healthcare laws or regulations in your state, anecdotal trends or commonly seen occurrences in which formal case studies have not yet been conducted, and more.

### TRENDING NURSING ISSUES

Ask yourself, "what is the **latest topic** of nursing related frustration or excitement that my **coworkers and I** are discussing in the break room?" This can include topics that are more informal than 'Nursing News,' but are still based around the nursing experience on the job.

### IMPACTS ON PERSONAL LIFE & OPINIONS

Reflect on how the nursing industry impacts your personal life, and share **opinions, tips, and insight** for how you juggle, overcome, or maximize different situations or challenges.





## STYLE

# HOW SHOULD I SOUND?

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With a wide variety of topics and tones to choose from, beginner bloggers often wonder how their content should 'sound.' A good rule of thumb is to write naturally, and let the topic of your article dictate the tone in which you write it. Casual, reflective, academic, and clinical subjects should take on those respective tones in sentence structure, content, and overall feel. Let your 'voice' evolve as your writing does!

### CASUAL AND INSIGHTFUL

This style often relies on the author's personal and first-hand experiences, and uses references to hard data as a means of support for said reflections. With casual and insightful pieces, sentence structure is typically relaxed, fragmented for emphasis and personality, and contains direct interjections of opinions. Grammatical rules can be bent for such reasons, as long as content is still understandable to an average reader.

### ACADEMIC AND INVESTIGATIVE

This style often relies on references to studies, research, and reputable sources of data collection and dissemination. With academic and investigative pieces, sentence structure is typically more formal, and author 'personality' can be translated to the readers as a source of expert analysis, rather than relatable reflections and interjections of a casual blog article.

# QUESTIONS?

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# LET'S TALK!

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