

## LEARNING HANDBOOK

Guidance and tools to support systematic learning before, during and after project activity in health and care

LEARNING

### Blogs

Blogs (or Weblogs) are personal websites or web pages which are used most commonly by individuals to share their opinions on a regular basis. You could have your own personal blog, or contribute to your organisation's blog if they have one set up.

#### When?

A blog could be used as a tool to record learning throughout the life of a project, to be reviewed at the end to reflect on lessons learned.

A blog might also be used to share learning with others before, during or after a project.

#### Who?

Whilst all members of a project team are typically needed to contribute to learning activities, it is recommended that one member of a team only take the lead in writing a blog and / or contributing to a wider website. This is to maintain consistency of style.

If creating a team blog you could plan for different members of the team to contribute on specific topics that are in their particular field of expertise.

#### How?

Creating your own blog is very easy and often gives you more control over the content than if you were to contribute to someone else's blog. There are a number of different websites that allow you to create and host a blog. These include [WordPress](#), [Blogger](#) and [blog.co.uk](#).

Writing a blog regarding lessons learned is much like writing a report following the review of any successes and failures of a project. The differences with blogs however is that they can be tackled in a much more personal and informal way – highlighting the personal experiences and opinions of those involved and the learning that was undertaken.

In addition, blogs can contain videos, images and audio clips to make the spread of learning more engaging and accessible than a traditional report format.

Once your draft blog post is written, you'll need to get it proof read – spelling and grammatical errors can disengage people. It is also useful for others to check that you are writing in plain (simple) english as the point of a blog is for it to be accessible to anyone. Avoiding jargon is important. Remember, a blog regarding learning from a work experience should be informal, but remain professional.

If contributing to your organisation, or another organisation's blog, you will have to go through the relevant channels. A first step would be to contact your organisations communications team for guidance.

### Things you need:

- Laptop / computer
- Internet
- Someone who is willing to write the article
- Own personal, or organisational blog

### Further reading:

- WordPress.Org - [What is a blog?](#)
- Writer's Digest - [Dos and don'ts of blogging](#)
- PlainEnglish.com - [How to write in plain English](#)

