

Welcome to the [ECCN blog](#)!

If you're here, you probably already know the benefits of sharing your work with broader audiences, so let's dig into the details.

Requirements:

1. Consider audience:

The ECCN audience is diverse in terms of both disciplines and professions. On top of that, though, readers can include stakeholders and land managers, academics from other disciplines, and the science-curious.

- a. Reduce jargon.
- b. Use the [ABT method](#) (<- watch video 0:00 - 5:20) to get into story mode – what's the setup (And), tension/problem (Bt), resolution (Therefore)?
 - i. Simplified example:
Healthy fisheries are key for biodiversity and recreation, helping people connect with nature, but man-made structures like dams prevent fish from moving through migration routes to reach spawning areas and find new food sources, threatening fish populations and biodiversity overall. Therefore, our team tested and implemented bypass areas where fish can continue to migrate up and downstream despite obstacles.

2. Convert your ABT statement into a blog with a winning blog [format](#):

- a. Title: grabs attention and makes a promise (which the blog delivers)
- b. Introduction (5 sentences):
 - i. Connects with the audience and gives background (And)
 - ii. Sets up the problem/impact statement (Bt)
 - iii. Introduces the main points to be covered (Therefore)
*This is just a suggestion - you might also choose to cover both the "But" and "Therefore" in the body paragraphs, for example
- c. Body paragraphs: cover main points in logical order
- d. Conclusion: tells the reader why the topic matters
 - i. Give takeaway points: What do you want your readers to **do**, or what **key points** do you want them to take away? For example, what are your most important tips, what work still needs to be done, what policies should be implemented, etc.?

3. Examples:

- a. Research: [ECCN](#), [Botany One](#), [Science Blog](#)
- b. [Communication](#)
- c. [Early Career](#)

4. Requirements:

- a. Blog: 600-1,000 words
- b. Social media blurb so we can share your post widely

- c. Bio: short (~50 words), can include your professional background, links to your social media, contact details (optional), and personal tidbits or anecdotes (optional)
- d. Images: include at least one high quality photo **attached as a separate file** (not contained in the doc)
 - i. Unsplash.com is a potential resource if you don't have your own photos
 - ii. Photos should **tell a story**
 - iii. Photos should have descriptive, standalone **captions**
- e. Suggested tags: for our behind-the-scenes blog tagging system (we will add the tags when we upload your piece)
 - i. At least one of these: (1) communicating on climate, (2) early career, (3) science & research
 - ii. At least two of the following (or suggest your own): actionable science, adaptation, advocacy, agriculture, amphibians, applied climatology, atmospheric science, behavioral science, biodiversity, career development, career insights, climate, climate adaptation, climate bootcamp, climate change, climate denial, climate impacts, climate modeling, climate predictions, climate science, climate variability, climatology, collaboration, communication, data, decision science, decision-making, dendrochronology, disturbance ecology, drought, ecology, ecosystems, education, engagement, environmental policy, ethics, evidence, extreme weather, fellowship, fieldwork, fisheries, global warming, Great Plains, intergovernmental panel on climate change, K-12 education, landscape conservation, management, media, methods, policy, practitioners, presentation, public engagement, public perceptions, ranching, resource management, science communication, science-management interface, skeptic, social networks, stakeholder engagement, stakeholders, STEM, tips, uncertainty, water, water resource management, wildfire, wildfire ecology, women in STEM, work-life balance