

<b>Session Title:</b>	Blogging
<b>Speaker(s):</b>	Sunday Blake
<b>Chair:</b>	Kate Venables
<b>Reporter:</b>	Andy Jackson

<b>Speaker/Institution Bio/Information:</b>	Associate Editor Wonkhe Previously consultant for Advance HE and president Univeristy of Exeter Students' Guild
<b>Overview/Aim of session:</b>	How to blog with confidence Crafting a piece that is objective, but still has a point of view Writing short and longer form articles How to engage with Wonke
<b>Workshop Content</b>	Workshop was very freeform and provided a lot of information. Difference between writing a blog or opinion piece to writing a manifesto. It's fine to have a point of view and to put this forward, but needs to be rational, grounded in facts or data and accessible. Important to make your argument easy to follow. Should aim to cover both sides of an argument and then provide a summary/allow the reader to draw their own conclusions. Suggestions on topics to write about – student finance, devolved national issues, student life.
<b>Case Studies/Examples:</b>	<a href="#">Students don't expect perfection, they expect us to listen   Wonkhe</a> <a href="#">Do employment metrics measure up?   Wonkhe</a>
<b>Scenarios/Roundtable discussions:</b>	None
<b>Questions and Answers:</b>	None
<b>Summary/Key takeaways:</b>	There are many opportunities for HELOA members to write and be published, and they should be supported to do so.