

We are looking for bloggers!

Why are we blogging?

Blogging has become one of the most popular ways of communicating and spreading information and news. Within healthcare blogging enables staff to reflect and share their learning with others as well as elevate the best practice. [NHS England](#) has an interesting and varied blog page that is a great source of information and blogging has become common practice across the NHS.

MyCA is a knowledge building community and blogging is one of the ways that we are sharing knowledge through bite-sized learning. Click onto [MyCA](#) to have a look through some of the blogs that have already been posted.

So why should you blog?

- Develop your professional voice through blogging and sharing your thoughts and views re mental healthcare
- Amplify best practice and share with others
- Promote your organisation as a positive place to work for all staff and support recruitment of new staff
- Inspire students and staff by providing career tips and bite-sized learning on mental & physical health, quality improvement, digital and co-production
- Promote research, news and other stories that demonstrate innovation, learning and coproduction
- Using blogging to reflect on your practice and this can also be used for revalidation

What blogs would we like?

We would like to showcase blogs by Trust staff on the MyCA website and it would be great if we could have at least 1 blog a month.

The current themes for blogs: learning, mental & physical health, quality improvement, digital, co-production.

If you are new to blogging, it might help you to follow this format when you begin:

The layout of the blog:

- A title (no more than 8 words)
- An author and job title with their Twitter name if they have one
- An introduction paragraphs
- Subheadings
- Weblinks [in brackets] to direct readers to further reading or research
- A conclusion paragraph and links to further reading or request for comments or both
- To be original content - not content that has appeared on another website
- To be between 200 - 500 words

The MyCA team can provide images that fit with the blog or you may have your own images e.g. pictures from an event they have summarised they can do so. (All pictures and photos need to be copyright free and we can help you with this)

Send blogs to:

Blogs can be sent via email to the MyCA team: mycareacademy@mdx.ac.uk and we will confirm when it will be published on the MyCA website. We can promote the blog on twitter too! To talk some more about blogging contact s.traynor@mdx.ac.uk

Further reading:

Academic source on the benefits of blogging:

<http://nca.tandfonline.com/doi/abs/10.1080/03637751.2011.618142>

Some examples of successful mental health blogs:

<https://www.blurtitout.org/2017/03/31/10-mental-health-blogs/>

<http://metro.co.uk/2015/11/11/5-mental-health-blogs-you-should-know-about-5491194/>.

Examples of current MyCA blogs:

<http://mycareacademy.org/blog/>