

**Title: Catchy title that draws attention**

*Subtitle: What will the reader take away from this blog?*

Keywords: (up to 3)

Introduction (a few sentences introducing topic)

First Subheading – To Signpost Reader

Body of text\*

- BJSM encourages use of tables/images/infographics/animations/videos/podcasts in the blog itself – blogs will be sent back to authors if no interactive content included
- Main focus is on clear communication and practical points – use of bullet points etc encouraged

EXAMPLE  
IMAGE/INFOGRAPHIC  
  
and/or  
  
embedded  
animation/video/podcast  
if authors can highlight link  
in text

Second Subheading (and so forth – as many as needed)

Body of text (same points as above)

Conclusion – what can the reader take away from this blog?

- 2-3 sentences/bullet points

Author names & affiliations

Competing Interests

References (as per formal BJSM guidelines)

*\*Blog should be no more than 600-words in total (without references & links etc). If more then can split blog into multi-part series*