

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 (up to 600-words in total without references & links etc – if more then can split blog into multi-part series)

- 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)