



Writing for the ACS ChemClub Blog

In an effort to create more of a community for ChemClubs, the *ChemClub Happenings* blog (<http://acschemclubs.org>) was started. We encourage all ChemClubs to contribute to and comment on blog posts. Here are some ideas and suggested guidelines to get you started.

Ideas to write about

Fundraising to support a charitable cause or for club activities

- What did you do as a fundraiser? What about it was new or innovative?
- How can other clubs recreate your fundraiser in their school?

Brag about your club or student achievements

- Did your club receive recognition from the local press or school district?
- Did the club advisor receive a teaching award? Describe their achievement.
- Did any club members participate (or place) in a science fair or other science-based competition?

Profile your club

- What has your club done that other clubs might like to try for themselves?
- What is your best memory of recent club events?
- What makes your club unique?
- What is your club focusing on during this semester or school year?
- Does your club have a special annual event?

Detail your outreach activities

- Did your club have a community service project?
- If your club received a ChemClub Community Activities Grant, what was your activity/event?
- What activities worked well, or what should be changed for next year?
- What did your audience learn? What was the best part of the experience?

Describe field trips your club has taken

- Where did you go?
- What did you learn?
- Why should others go there?
- What was the best part of the trip?
- What will you never forget about the field trip?

Structure your blog post

- Give the post a title that is descriptive and provokes interest.
- Be as concise and direct as possible.
- Write in a friendly and informal style.
- Avoid jargon, local terms, or undefined acronyms. Explain acronyms on first use, such as American Chemical Society (ACS).
- Include pictures or videos, if possible.
- Encourage readers to connect with your post by posing a question that could start a discussion in the comments section.
- Describe activities with enough detail so that others can reproduce them. Rather than, "Our annual 'Slime Me, Baby' activity was held on Mole Day", try, "On Mole Day, we did 'Slime Me, Baby', where we doused our teacher with PVA slime."
- Review your post for spelling and grammar areas.
- Use bullet points where appropriate.
- Create sub-headings for longer posts.
- Ask someone else to read the post to see that it flows properly.
- Include links to relevant sites. For example, if you discuss a newspaper article that featured your club, provide a link to the article, if possible.

Submit the post and photos/videos, with signed photo releases found in this section to hschemclubs@acs.org.