



Blogging for Soil: Why, how and having fun!

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Scientific blogging has become a more and more popular way of science outreach and communication. There are only a handful of soil science blogs, and I think there should be more! Blogging is a great way to share cool soil science stories, engage with the wider community, and promote understanding. It allows people to stumble over thoughts and ideas, and to think about how it fits in their daily life. It also provides an informal education and reference on the internet in a time where people Google everything. It can also be fun as well as being factual. At this talk, using my own experiences and the success of other soil science blogs, I will discuss: how to start a blog, why we should consider them as a way to communicate science, and what things to consider when you start your blog.