



PLoSibilities Blog Template

These are suggestions/guidelines to follow. Blog posts are encouraged to follow this template, but it is not required.

Article link/DOI:

Key words (5 maximum):

Hashtags:

Title:

Introduction:

Hook (1-2 sentences):

Overview/background info (3-4 sentences):

- All of the important/relevant details to set the scene of your story
- Introduce analogies you can carry through the post

Body (as long as it needs to be given the length of the paper):

- Discuss the main applications, relevant details and summarize the main findings of the paper. Below are some probing questions to get you thinking:
 - Why does it matter?
 - Why should we care?
 - What gap does this discovery/research fill?
 - Who does it affect?

Conclusion (4-5 sentences):

- What direction is the research heading in?
- Relate back to the introduction/circle back to hook
- Add any information you want the reader to be left with/questions to ponder

Note. In science communication, the goal is to tell a clear story that a lay audience can understand and relate to! You want to use simple words that most people encounter on an everyday basis. Using readability checkers or looking at lists of the most commonly used words will help ensure that you are being inclusive of folks from a variety of backgrounds. As a rule of thumb, try to avoid incorporating scientific jargon as much as possible, and if there is a word you think you shouldn't use, well, you probably shouldn't use it! Below are a few resources to use while writing to help keep you mindful:

1. Readability checker- <https://readabilityformulas.com/free-readability-formula-tests.php>
2. Ten hundred most commonly used words editor - <https://splasho.com/upgoer5/>
 - This example is extreme but gives you an idea of simple words to use!
3. De-jargonizer- <https://scienceandpublic.com>
 - Identifies scientific jargon in your text