

CAST blog post guidance for guest writers

Thank you for your interest in contributing to CAST's blog as a guest writer. We accept blog post pitches all year round and are always looking for new writers.

This is open to academics at all levels as well as non-academic contributors outside of our CAST network. Whether you work in environmental social science or simply have a passion for writing about climate change and/or social transformations, *we want to hear from you.*

Please see the list of example topics below for guidance on the type of content we publish:

- Low-carbon behaviours
- Climate activism
- Climate communications
- Community engagement on climate change
- Professional and organisational action on climate change
- Climate change policies and policy change
- Public attitudes to climate change and climate policies
- Public engagement with climate change and climate policies
- Social transformations and behaviour change

If you have a blog post topic which isn't covered in this list, please send our Communications and Engagement Officer (Katie) an email at kw966@bath.ac.uk, and she will get back to you on whether it is suitable for CAST to publish.

If you have a new piece of research or a resource that you'd like to promote, then you are highly encouraged to highlight this in your piece. Please refer to our guest blog post writing guide and template linked below for full guidance.

Next steps:

To get started, please contact the Communications and Engagement Officer (Katie) at kw966@bath.ac.uk with your pitch idea before writing your blog post in full. We recommend reading our blog post guide linked below for our top tips on how to keep your content relevant and engaging before doing so.

Ideally, your pitch will contain a short paragraph summary containing:

- A. A quick introduction of who you are
- B. Proposed title of your piece
- C. Proposed angle

You are also welcome to send us a draft blog post using our template beforehand, but please bear in mind that this doesn't mean that your pitch will be accepted. Once Katie has reviewed your pitch idea, she will get back to you, and you can begin drafting your piece using our template below. We publish blog posts between 500-2,500 words long.

[Blog post template and writing guide](#)