

Submitting an article for Network News

What is Network News?

Members of the Alzheimer's Society Research Network write and submit articles for our quarterly communication, which is called Network News.

Research Network volunteers use this platform to share experiences, developments, concerns and achievements with each other.

Network News is a great way to promote the hard work of the Network's volunteers with one another, but also to a broader audience. This can help to raise awareness and recruit more Network volunteers.

Who can write a Network News article?

Any Research Network volunteer!

If you have a great idea for an article but you're not sure where to start, don't worry. The team here at Alzheimer's Society will support you with your article submission.

7 ways to make your article a success

- 1. Make it relevant** – Think carefully about who your article is for. It's important to make sure your article answers key questions and concerns around the topic of your choice.
- 2. Write a great headline** – Headlines are really important for attracting people to read articles. Think about which articles jump out. They probably have a simple, bold headline. Here are some examples:
 - **What taking part in dementia research means to me**
 - **5 reasons to be a Research Network volunteer**
 - **Why I became a Research Network volunteer, etc.**
- 3. Add photos or videos** – A great image or video can make your post a lot more engaging.
- 4. Keep it concise** – We recommend around 400 words. An article should be long enough to say something meaningful, but short enough to digest in one sitting.

5. **Add a few subheadings** – A lot of text can sometimes be off-putting. Add subheadings to help break up big paragraphs. This also indicates to readers (and Google) what to expect from your post.
6. **Add a clear call to action** – Think about what you want your reader to do after reading your article. Perhaps your article will inspire someone to join the Network, or make a donation to dementia research?
7. **Making it personal** – Personal stories are a great way to engage audiences. Think about how you can include your personal experience and perspectives. But remember, you don't have to provide your name, if you don't want to.

What is the process for submitting an article?

- Submit your article to researchnetwork@alzheimers.org.uk for consideration.
- The team will be in touch to discuss the prospect of publishing. We may suggest a few tweaks, or recommend sharing it with our internal social network, Yammer. For information about accessing Arena and Yammer click [here](#)
- We will always make sure you're happy with an article before it's published.

Upcoming issues in 2019

Network News will be sent out quarterly to the Research Network at the end of March, June, October and December.

Please ensure you have submitted your article for an issue by the following deadline:

- March issue – article deadline **28th February**
- June issue – article deadline **31st May**
- October issue – article deadline **31st July**
- December issue - article deadline **31st October**

Please note if you miss the deadline for an issue we may well be able to include it in the next issue.