

Come as you are – Experiences from a young science blogger

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In today's fast and technology devoted world, blogging is a great tool to reach a large audience quickly and easily. I am PhD student in Baltic Sea marine sciences and since 2015 I write a scientific blog about the biogeochemistry work of the BONUS project COCOA (Nutrient Cocktails in the Coastal Zone of the Baltic Sea). I have never had training in blogging or scientific outreach, but still my blog became quickly the most read one within the BONUS community.

My secret of success might be as simple as logical: be authentic and tell YOUR story. Of course, also blogging follows certain rules, such as a catching title, a round story, and pictures - but in my opinion, the heart and vibe of a good story comes still from the passion and interest of its writer. I always enjoyed writing and creativity, I definitely love my research work on the Baltic Sea and I regard outreach as a very important part of our scientific work. Blogging about my work combines all these parts and gives me the chance to get my readers as fascinated about our work and our oceans as I am. With fascination comes interest, followed by understanding and awareness, which is what we need for our current and future marine systems.

To catch and keep my readers' interest I aim to give them insider knowledge about a life in marine sciences: I write my own story, in my own words. I take them with me to the field and to the lab, explain basic concepts and our aims, tell about the progress of data work, the struggle with bad weather conditions and heavy equipment, as well as the ups and downs of a PhD. A good story is an authentic story. I blog regularly once to twice per month, so that readers might follow our work closely.

Originally, I started the blog to communicate our ongoing BONUS COCOA project work within the Baltic Sea scientific community. However, by linking my blog to web sites from my university and partner institutes, as well as using platforms such as facebook and research gate, it got more visibility and could also reach people outside the BONUS community. Feedback has been very positive so far. Come as you are: blogging success via passion and authenticity.

Blog: www.bonusportal.org/Sources-Sinks