How to use the S4BE website

The Students 4 Best Evidence website is a WordPress site and is very easy to use.

Before you write your blog, please get in touch at general@students4bestevidence.net to check that your chosen topic is suitable and that no one else is already blogging about that topic.
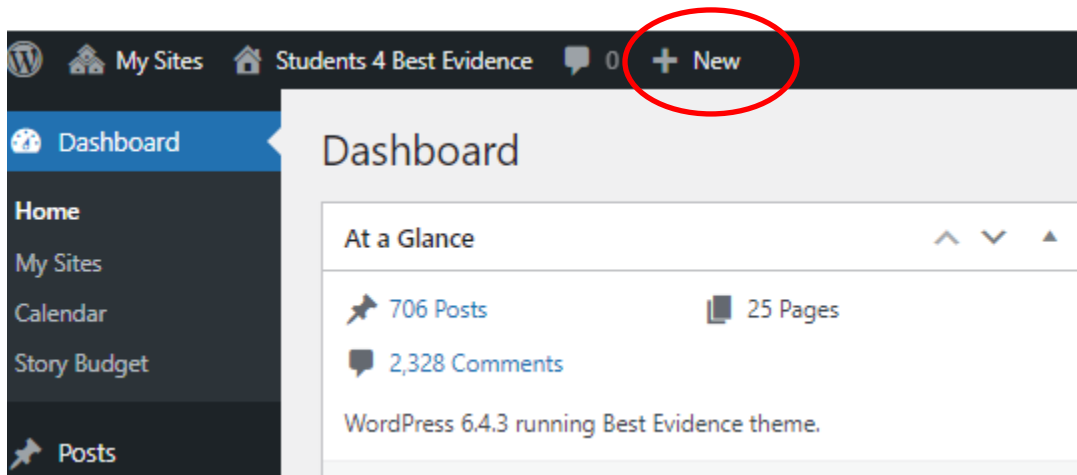
Here are a few key instructions for using the site.

Logging in

Once you have set up your Cochrane Account (via the registration pages) you can log in to the site through: https://s4be.cochrane.org/login/

Writing a post (blog)

Once you are signed in, you will see a black banner at the top of the website. To start writing a new blog, select 'New' or hover over 'New' and then select 'Post'.

Before you start writing make sure the following 'screen options' are ticked. You will find this at the top right of the screen, and by clicking on the dropdown menu to see all the options.

Also, make sure you show all the 'Toolbar Toggle' option in the main text box. You do this by clicking on the 'Toolbar Toggle' button.
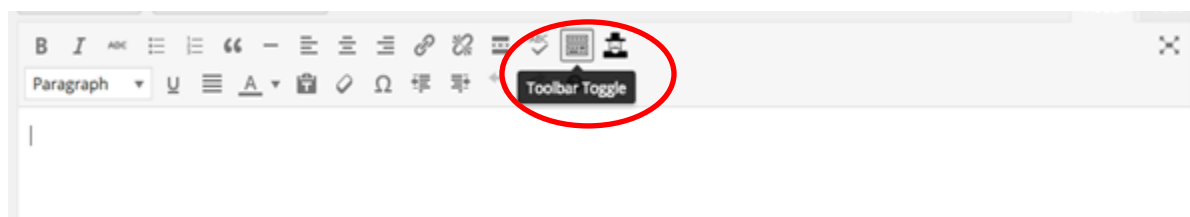
Now you can start your blog…

**Add a title** – make it eye catching and keep it short. Try and include key words from your blog, this will help search engines pick up your content.

Enter your text in the main body. You can edit your text similarly to using Microsoft Word, so you can make words bold or add in bullet points etc.

Adding a link (URL)

You can add a link to any word or picture within your text. Highlight the text where you want to add your link, select the 'link' button, copy and paste the URL address into the appropriate box, and then ensure your 'link text' is relevant to what you are linking to. Don't just write 'here' or 'link' as you will need to make it clear to any visitors who are using a screen reader exactly where you are linking to (we suggest the title of the website, or article, for example). Finally, tick the 'Open link in a new tab/window'.
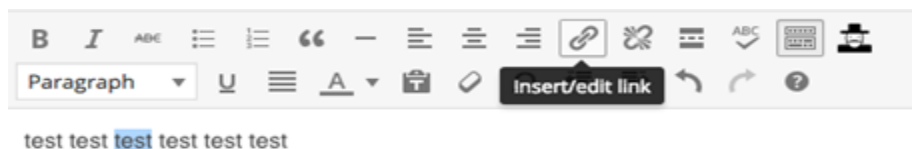
You can unlink an item by pressing the 'break link' button:
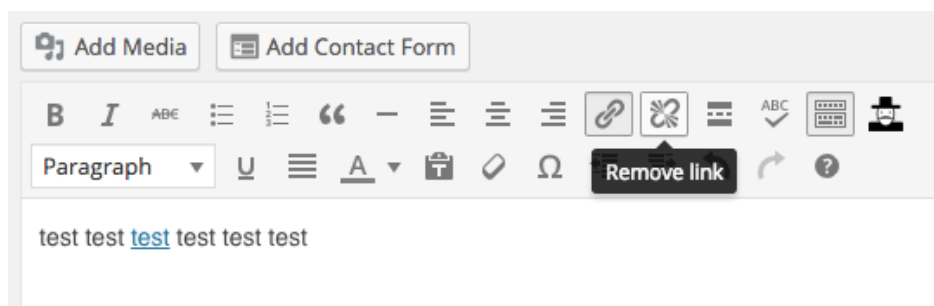
Adding headings

It is always a good idea to structure your blog into sections. This makes is easier for readers to follow, helps you to organise your thoughts, and is good for various accessibility requirements. To add headings, highlight the words you wish to make a heading, click on the 'paragraph' dropdown menu, and select 'Heading 2'. See below:
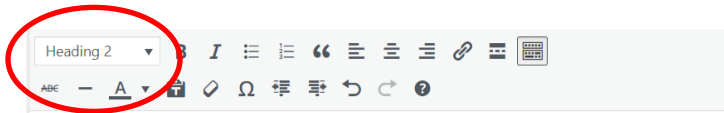
Introduction

And now I will write some text here to introduce my blog.

Why should I blog for S4Be?

Here is the second section of my blog.

If you wish to put further subheadings within that paragraph, you could select 'Heading 3'.

Try and avoid using **bold**, *italic* or <u>underline</u> to highlight different sections of your blog.

Images, infographics, and videos

It is also a good idea to break up your blog with images or infographics, or indeed charts and tables, if applicable. The most important thing to consider is whether the authors of these media will allow them to be shared freely. If you are making the material yourself, then great! Just let us know and we can insert those into the appropriate section of your blog. However, if you are looking to choose pictures or infographics from the internet, please forward us details of these via email (when you notify us of your saved blog) and we can check if these are available to use.

There are free image sites such as [Unsplash](), [Pixabay](), and [Pexels](), which you may want to explore. Choosing the right images for a blog can be a tricky thing, so we are happy to help you find an appropriate one.

Referencing

For references, list them at the end of the blog under 'Links' or 'References'. It does not matter which referencing system you use, but please try to be consistent. Here are a couple of links: (standard version) http://www.icmje.org/urm_main.html & (Full version) http://www.ncbi.nlm.nih.gov/books/NBK7256/

Here are some good examples of how to reference in your blog:

References

1. Addressing Reporting Biases, Cochrane Bias Methods Group, Feb 2013
2. Direction and impact of language bias in meta-analyses of controlled trials: empirical study., Jüni P1, Holenstein F, Sterne J, Bartlett C, Egger M., Int J Epidemiol., 2002 Feb;31(1):115-23
3. The inclusion of reports of randomised trials published in languages other than English in systematic reviews., Moher D1, Pham B, Lawson ML, Klassen TP., Health Technol Assess., 2003;7(41):1-90.
4. The impact of outcome reporting bias in randomised controlled trials on a cohort of systematic reviews., Kirkham JJ1, Dwan KM, Altman DG, Gamble C, Dodd S, Smyth R, Williamson PR., BMJ., 2010 Feb 15;340:c365.

or

Links/References

- More about Dr. Aaron E. Carroll via The Incidental Economist here
- For serious fans, you can even buy Healthcare Triage swag here
- Watch/subscribe to Healthcare Triage Channel on YouTube here
- Follow Healthcare Triage on Twitter @HCTriage
- Follow Dr. Carroll on Twitter @aaronecarroll

Once the main content of your blog is finished, please go through the following steps:

Always add an Excerpt

This is the text that appears on the Home page and is the introduction to your post. It needs to be brief and eye catching! (Make sure you ticked the excerpt option in 'Screen options' at the beginning of these instructions). You will find this box towards the bottom of the page.

Choose a Category

Always select what category your post falls under. You have the option of an evidence review, learning resource, news or tutorial and fundamental. We can help you decide on this. You will find this box on the right-hand side of the page.

Choose a Topic

You will also need to select which topic(s) your blog relates to. There are more options here, and you can select more than one (you will need to select one as the 'primary' topic which will show on the front page of your blog). Again, if you are unsure, we can help you decide. You will find this box on the right-hand side of the page.

Tag your post

Tagging means choosing words that if searched for will bring up your post. You can have as many as you want as long as they are relevant. This will improve the search on the website.

WordPress SEO by Yoast

Please do have a go at filling in the WordPress Search Engine Optimization (SEO) section within your post. It is the section titled "Yoast SEO". This is important as it makes sure Google and other search engines find your content. We will review this before we publish your blog.

The sections you will need to complete are 'Focus keyphrase' (this is the keyword(s) you want to rank for in search engines), and the 'Meta description' (this summarises a page's content and presents that to users in the search result).

Once you have filled it in (or if you have edited it) make sure to save your blog so the SEO score updates. You are aiming for a green smiley face, which is a Good SEO score.

You can see the full analysis results to help you improve your score by expanding the SEO analysis dropdown menu.

Finishing your Post

Do check what your post looks like. You can do this by selecting the 'Preview' option at the top right-hand side of the blog.

You will then need to save your blog as 'Pending Review' (see the image below) so we know it is ready to review. Please could you also email: general@students4bestevidence.net to let us know your blog is ready – just so we don't miss it!
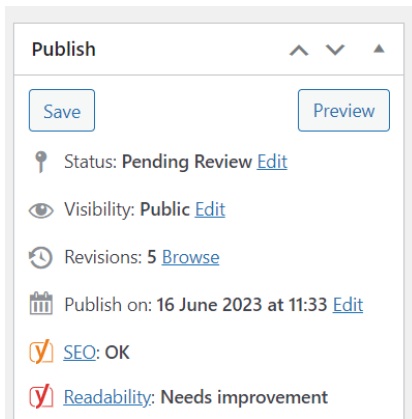
We will then work with you to get your blog ready for publication.

Sharing your Post

Once your blog is published, it will also be shared on Facebook and Twitter @Students4BE. If you'd like to be tagged in the post(s), just email over your Twitter handle. Feel free to share your post through your own social media too as this helps advertise the S4BE community and brings more visitors to your blog!

Any questions? Email: general@students4bestevidence.net