



Making a blog comment

Keep it short

Blog comments are often no longer than a short paragraph and some can be just a couple of lines. Your reader will not stick around if you are rambling, and people won't read your comment if it looks too long. Of course, occasionally you may want or need to write a longer comment – but as a rule, keep it short.

Keep it focused

Making a blog comment is an exercise in focused writing. If you are rambling and incoherent, and if readers can't follow your train of thought, then they won't read your comment.

Write simply and clearly

Blog language as a whole is less formal than essay language; however, you must still use correct spelling, punctuation and grammar. Use simple, jargon-free language, and make clear statements about your ideas, reflections, opinions, commentary, whatever.

Express your opinion

People read blog posts and comments to get opinion. Don't shy away from writing what you think, but make sure there's some critical reflection going on – not just rant or unfocused ramblings. Comments are not the place for mucking around, so make sure you comment intelligently.

Put some of yourself into it

Blogs provide a less formal type of assessment than do essays, so you're allowed to put a bit of your personality into your comments ... just make sure that that personality isn't too irritating. Humour is good, as is a bit of emotion or passion. But be sensible in your writing, and be aware of things that might offend or put other readers offside. If your comment is 'off' or inappropriate, the blogger may reject it.

Edit your comment

Edit for style, tone, grammar, spelling, and focus. Poorly structured and worded text will put readers off.