Quick checklist for making a Cochrane blogshot

Please see "How to create Cochrane blogshots" (http://bit.ly/blogshotguidance) for detailed explanations and examples.

Blogshots should comply with Cochrane standards for the conduct and reporting of Cochrane Reviews: https://community.cochrane.org/mecir-manual

Producing a blogshot
- **Template**: use the official PowerPoint slide template and add your logo.
- **Photo**: accurate, relevant, respectful, adheres to Cochrane Brand Guidelines, correctly positioned. Free photos for Cochrane use are available.
- **Font**: Source Sans Pro (if unavailable use Arial), no smaller than 44.
- **Plain language:** used or tailored to your audience.
- **Title**: top of slide on white space, review title or plain language summary alternative title.
- **Add**: **website**, **Twitter handle** and **shortened link** to the review (for example, using https://bit.ly), bottom left.

- First section of text:
  - report all important outcomes with the certainty of the evidence.
  - consider using standardised statements for combinations of the size of the effect and the certainty of the evidence (for example this and this).

- Second section of text:
  - report adverse effects in the same way, giving the certainty of the evidence and ideally using standardised statements.
  - if no/insufficient data, state this.
  - it may be appropriate to omit this section for some reviews (e.g. where unintended effects are the focus and will be reported in the first section).

- Third section of text:
  - state Cochrane Review with month/year of publication; number of studies and participants.
  - brief information about population, intervention(s) and comparator(s).
  - any extra information you consider to be helpful and relevant e.g. severity of the health condition in the population

Storing Blogshots
- Store all blogshots in the Cochrane Dissemination Products Dropbox. Contact khead@cochrane.org for access to upload documents to the Dropbox. Further information on using the Dropbox can be found here.
- Please put blogshots in a separate folder for the review within the Cochrane Review Group's folder. Save as a PowerPoint file (for future editing) and a jpeg/png file (for sharing). You can also store the photos used here. Ensure the CD number is in the file name for all stored documents.

Sharing Blogshots
- Send the Dropbox link and a suggested tweet to mumoquit@cochrane.org for inclusion in the Comms Digest and to the Managing Editor of the relevant Review Group. Share on social media with the shortened link to the review. Tag the Review Group who produced the review where possible.

Updating Blogshots
- when the review is updated, you will need to update the blogshot or withdraw it if the review is no longer suitable for sharing in this format. Alert the Translations Coordinator (juliane.ried@cochrane.org).