BLOG EDITORIAL GUIDELINES

GPE’s Education for All blog is a forum for GPE partners to share information about their activities, progress and challenges on the road to SDG 4. The blog helps raise awareness about GPE’s work and present key issues relevant to achieving SDG 4 and GPE’s vision of “a quality education for every child.”

The blogs we publish cover education themes and programs relevant to the global conversation about education in the developing world and/or relevant to regional and national priorities in GPE partner countries. It is expected that blog posts make explicit reference to GPE’s work, programs or priorities.

We publish original pieces. If partners wish to re-publish a blog that appeared on the Education for All blog, permission in writing should be obtained first, and a mention should be added as follows: “This blog was first published on the GPE Education for All blog” with a link to the original blog on the GPE website.

WHO CAN SUBMIT BLOG POSTS?

The GPE blog is open to all GPE partners, who are encouraged to contribute their views and experience. If you have an idea for a blog post, first fill out the questionnaire in annex to check if this is something we will be able to publish. If your score is above 5, please contact the blog editorial team at information@globalpartnership.org with “Blog proposal” in the subject line.

GUIDELINES

- The blog focus should be on key education themes in lower-income countries such as girls’ education and gender equality, quality of teaching and learning, access to school, education in countries affected by fragility and conflict, education financing, early childhood education, inclusive education for children with disabilities, etc. Reporting from a meeting or conference can’t be the main focus of a blog post, but rather can be the jumping point from which to express an opinion on any of these themes.

- Don’t assume that your readers are subject matter experts. Include practical insights or anecdotes from your own experience to engage the readers rather than focus on theoretical points or principles.
Use a conversational, personal style in **plain English**, avoiding jargon. Please bear in mind that many readers are not native English speakers.

You can use **quotes, graphics, charts or photos** to complement the text – it helps tell the story and makes the blog more appealing. Any quote should be approved by the person quoted. Graphics and photos should be clearly sourced, captioned and credited.

Feel free to suggest a **title** for your blog. Because the title is a key element to attract readers, the GPE editorial team will make suggestions and will have final say.

To ensure accuracy and consistency of messaging with GPE’s strategy and focus, blog content will be reviewed by country and/or thematic specialists in the GPE Secretariat, who may provide **suggestions and edits**. The final text will always be sent to the blog author for final approval prior to publication.

Add **subheadings** to break up the text (every 2 or 3 paragraphs). This serves as a guide for readers to help them follow the main messages of the blogs.

Keep the word count to between **600 and 800 words**. Most readers don’t read till the end of long pieces so they may miss the end of your blog if it’s longer.

Add **hyperlinks** throughout the text to data sources, organizations, publications, etc. No footnotes please.

You can suggest **hashtag**s or short messages to help promote the blog on social media channels. You can also provide your own Twitter handle to add to your blogger profile and so that GPE may tag you in promoting the blog.

If this is your first time submitting a blog, please provide a **short bio** (no more than 200 words) and a **photo** (portrait) of the author so a blogger profile can be created. If you have already blogged but your profile has changed, please be sure to review it and send us edits as needed.

**BLOG COMMENTS**

- Comments are great! They show people are reading your blog and want to engage with the content.
All comments are moderated by the GPE editorial team. Our policy is to be transparent and publish all comments, unless they are discriminatory, disrespectful, irrelevant, contain profanity or personal information, or contain promotional or commercial information or links (spam).

The blog author will be notified when a comment is published that may require a response. Other comments will simply be published without notification to the author.

Both positive and negative comments may be published. The GPE editorial team can advise and assist in drafting responses. (You are encouraged to respond to demonstrate engagement and continue the debate.)
ANNEX

QUESTIONNAIRE: SHOULD I SUBMIT THIS BLOG / BLOG IDEA TO GPE?

Please respond to all questions below and tally your total points.

1. Does the blog relate to a GPE priority area?  YES (1)  NO (0)

   The three main priority areas in FY23 are:
   • Gender equality
   • Transforming education systems
   • Financing of education

   Other GPE priority areas include:
   • Early learning
   • Education in fragile/conflict contexts
   • Quality teaching / teachers
   • Access to education
   • Inclusive education
   • Learning
   • Education and climate change
   • Education technology (EdTech)
   • Education advocacy (national, regional, global)
   • Knowledge and innovation

2. Is the blog author a well-known person (nationally or internationally)?  YES (1)  NO (0)

3. If no to question 2, is the blog author an expert in the content covered in the blog?  YES (1)  NO (0)

4. Is the blog part of a series agreed in advance with a GPE partner?  YES (1)  NO (0)

5. Does the blog cover what is happening in one or several GPE partner countries?  YES (1)  NO (0)

6. Does the blog present an interesting/new point of view or take on a priority topic(s)?  YES (1)  NO (0)
7. Does the blog include a personal/human interest story/photos or quotes from a person directly concerned by GPE programs in partner countries?  YES (1)    NO (0)

8. Does the blog report about an education event or conference?  YES (0)    NO (1)

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Tally up your points:

- If your total is 5 or above, please contact us to discuss your blog idea and next steps (information@globalpartnership.org).

- If the total is 4 or below, we probably won't publish your blog, but if you think the content you propose is important to share, there are other ways to promote it (for example on our social channels). You may contact us to discuss these options.