

Blog Cheat Sheet

www.educationforallblog.org

- Personal take on education for all and a way to promote EFA FTI work. The blog is open to everyone interested in sharing experiences, challenges, best practices, stories and solutions in making free universal primary education a reality and ensuring that girls have the same opportunities to attend schools as boys.
- Choose a subject you love. Everything is blog fodder: try to make your blog coincide with a main international event or date (international women's day, water and sanitation conference). Your blog entry can be based on:
 - Conversations, personal experience
 - Books and movies
 - Articles
 - Other blog posts
 - Photos
 - Events
- General format:
 - Top 10 List
 - Opinion
 - How-to guide
 - How not to guide
 - Guest post
 - Interview
 - Case study
 - Q&A
 - Video
 - Audio
 - Review of tools and new
 - Photo with caption
 - A profile
 - A rant
- 350 – 450 words
- Comment on other blogs and mention ours www.educationforallblog.org or other FTI social media channels especially www.facebook.com/educationforall and www.twitter.com/educationfti
- Link it to your own Facebook, twitter page etc (use icons at bottom of blog entry)

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- **Headline: catch reader early on (50 – 100 words)**
 - Use numbers: Ten things about FTI, 5 reasons to support school feeding, etc
 - The title is essential since the first 3 or 4 words will be ranked first by search engines.
- Short intro
 - Personal experience: you are telling a story: engage your reader
 - Scope the problem or issue, be brief
 - Provide a unique insight a solution to a problem (*5 Ways School Health and Nutrition Programs Strengthen Girls' Learning* by Tara)

2

- **Main text: people will scan the text (max 300 words)**
 - Use keywords (see list below)
 - Short sentences
 - Bullets
 - Short paragraphs
 - Hyperlink
 - Photos and videos to support your text

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- **Last paragraph: your last chance for a take-away (50- 75 words)**
 - What EFA FTI accomplished in this area: list resources (report, photos, other blog entries)
 - Call to action to other like-minded other organizations
 - Link to FTI or other resources:
 - www.facebook.com/educationforall
 - www.twitter.com/educationfti
 - www.educationforallblog.org
 - Ask questions, suggestions or comments from readers

Include these keywords

Aid effectiveness
Basic education
Children literacy
Education and health
Education for all
Education for all fund
Millennium development goals

Mutual accountability
Out of school children
Primary school teachers
Quality basic education
School completion rates
School feeding
Student learning

Education sector plans
Fragile States
Gender parity
Girls' Education
Investment for Development
Learning outcomes

Read and comment on these World Bank blogs:

- [EduTech](#)
- [Africa Can... End Poverty](#)
- [Let's Talk Development](#)
- [Governance for Development](#)
- [Private Sector Development Youthink!](#)

Read and comment on these Education blogs

- [Save the children](#)
- [Aid Watch](#)
- [Brookings Institution](#)
- [Center for Global Development](#)
- [EconLog](#)
- [Education for All blog](#)
- [Education for All Global Monitoring Report](#)
- [Educationnext](#)
- [EdWeek](#)
- [Inside Higher Ed](#)
- [Joanne Jacobs' education blog](#)
- [Marginal Revolution](#)
- [Matthew Yglesias' Education blog](#)
- [OECD Education Today](#)
- [PREAL \(Inter-American Dialogue\)](#)
- [The Growth Commission](#)
- [Undercover Economist](#)
- [U.K. Department for International Development](#)
- [USAID's IMPACT blog](#)
- [UNICEF Field Notes on Education](#)