BLOG EDITORIAL GUIDELINES

The GPE **Education for All blog** is a forum for GPE partners to share information about their activities, progress and challenges on the road to achieving Sustainable Development Goal 4. The blog helps raise awareness about GPE and partners' work and presents key issues relevant to global education and GPE's vision of "a quality education for every child."

The posts cover education themes and programs relevant to lower-income countries and/or to regional and national priorities in GPE partner countries. Blog posts should make **explicit reference to GPE's work, programs or priorities**. For the list of GPE partner countries, see: https://www.globalpartnership.org/where-we-work/partner-countries.

We publish **original pieces**. If partners wish to republish 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.

WHO CAN SUBMIT BLOG POSTS?

The GPE blog is open to all GPE partners who are encouraged to contribute their views and experiences.

If you have an idea for a blog post, please fill out the **questionnaire** in the annex to ensure your contribution 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.

BLOG CONTENT

- Keep your blog to between **around 800 words**. Most readers don't read until the end of long pieces so they may miss some points in your blog if it's too long.
- The blog focus should be on **key education themes in lower-income countries**.
- Where relevant, the narrative should clearly convey GPE's **system transformation approach**, focusing on working with different stakeholders to address the underlying barriers that shape education outcomes—rather than isolated interventions—so that change is sustained and benefits all learners, especially the most marginalized.
- Authors should use **inclusive language** and, where possible, draw on **data disaggregated** by sex and other factors such as poverty, disability, refugee status, geographic location, and climate vulnerability. This is essential to capture how girls and boys experience education

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differently, and how distinct groups face specific and compounding barriers to access, participation, and learning in marginalized contexts—an explicit focus of GPE's work.

- Reporting from a meeting or conference can't be the sole focus of a blog post, but rather the jumping point from which to express an opinion on any of these themes.

- Don't assume 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. Keep in mind that many of our readers are not native English speakers.

- 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.

- You can add **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** and submitted along with the text as separate files. Photos should aim to show how the programs discussed in the blog improve education outcomes for the most marginalized girls and boys.

- 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.

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

- No need to add **references** in parenthesis to research or papers within the text as done in academic papers (alternatively, please provide links to sources as mentioned in previous point).

- **Use of artificial intelligence (AI) tools in drafting blogs:** The GPE blog aims to share perspectives from well-respected organizations and individuals who can offer unique insight for the partnership on how to achieve SDG 4 in lower-income contexts. While efficient, AI tools are inherently designed to pull information and content across different sources, lending themselves more to providing a summary on a topic rather than expressing the author's point of view informed by experience and practice. GPE does not prohibit the use of AI tools to support blog drafting, but requests the following when these tools are used:
  - Indicate which AI tool has been used and, if possible, specific sections generated by AI

- Provide quality assurance for the AI-generated content before sharing the draft with GPE, verifying in particular links to sources and references
- Note that a disclaimer will be included in the published version of the blog indicating that AI was used for drafting it.

PUBLICATION AND DISSEMINATION

- Expect at least a **2-week turnaround time** from when you send a first draft to publication on the GPE blog to account for blog revisions, creating blog author profiles and translation needs.

- 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.

- If this is your **first time submitting a blog to GPE**, 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.

- Authors can suggest **hashtags** or **social messages** to help promote the blog. If authors or their organizations have social media accounts, please provide the relevant handles so that GPE may tag you in promoting the blog. Please **do not use the hashtag #GPE**.

- We prepare and publish posts to promote the blogs on GPE social channels (X, Facebook, LinkedIn, Instagram). The posts may be published the day of or a few days after the blog publication date.

- We encourage sharing and cross-posting these messages on your own channels. Let us know in advance if you would like to coordinate social media postings and timings.

- Note the **GPE social media accounts** to be tagged in your own posts:
  - X/Twitter: @GPforEducation
  - Facebook: @globalpartnership
  - Instagram: @gpforeducation
  - LinkedIn: Global Partnership for Education

BLOG COMMENTS

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- Comments on your blog 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.

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ANNEX

QUESTIONNAIRE: SHOULD I SUBMIT THIS BLOG IDEA TO GPE?

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

#	Question	Yes	No
1	Does the blog relate to a GPE priority area?	1	0
2	Is the blog author well-known (nationally or internationally)?	1	0
3	If no to question 2, is the blog author an expert in the content covered in the blog?	1	0
4	Does the blog cover what is happening in the education sector in one or several GPE partner countries?	1	0
5	Does the blog present an interesting or new point of view on an education topic in lower-income countries?	1	0
6	Does the blog introduce key points or takeaways from new research on education relevant to GPE priority topics?	1	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?	1	0
8	Does the blog report solely about an education event or conference?	0	1
	TOTAL SCORE		

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.

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