



EDUCATION FOR ALL BLOG

Guidelines

The [Education for All blog](#) is a forum for GPE partners to **share information** about their activities, progress and challenges on the road to reaching SDG 4.

The blog is a communication tool to **raise awareness about GPE's work** and present key issues relevant to achieving SDG 4 and GPE's vision "to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."

The content of blog posts should 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.

Blog posts published on the Education for All blog are **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 Education for All blog" with a link to the original blog on the GPE website.

WHO CAN SUBMIT BLOG POSTS?

All GPE partners and GPE secretariat staff are encouraged to contribute to the blog. If you have an idea for a blog post, the communications team would be happy to talk about how to make it most effective. Please send a message to information@globalpartnership.org with "Blog proposal" in the subject line.

GUIDELINES

- The focus should be on **key education issues in developing 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 for example shouldn't be the focus of a blog post, but rather the jumping board from which to express a point on any of these topics.
- Please don't assume that your readers are experts. Include **practical insights or anecdotes from your own experience** to engage the reader rather than focus on theoretical points or principles.
- Try to use a **conversational, personal style** in simple English, avoiding jargon. Please bear in mind that many readers are not native English speakers.

- You can use **quotes, diagrams or photos** to complement the text – it helps tell the story and makes the blog more appealing to readers. Any quote should be approved by the person quoted. Diagrams and photos should be clearly captioned and credited.
- Feel free to suggest a **title** for the blog. Note that the title is the most important item to get eyes on your blog, as this is what readers will see first. The GPE Communications team will make suggestions for titles and will have final say if there is a disagreement with the blog author.
- 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 blog will always be cleared again with the blog author prior to publishing.
- Add **subheadings** to break up the text.
- Ideally, a blog post should be between **600 and 800 words**.
- Add **hyperlinks** throughout the text to data sources, organizations, publications, etc. No footnotes please.
- You can suggest **hashtags or even tweets** to help promote the blog on twitter (if available) and provide your own twitter handle to add to your blogger profile.
- If this is your first time submitting a blog for the Education For All Blog, please provide a short **bio (around 300 words) and a picture (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.

RESPONDING TO BLOG COMMENTS

- Comments are great! They show people are reading your blog.
- Comments are moderated by the GPE Communications team. The GPE policy is to publish all comments, unless they are discriminatory, disrespectful, spam, irrelevant, contain profanity or personal information, or contain promotional or commercial information or links.
- The blog author will be notified when a comment is published on his/her blog that would require a response.

Both positive and negative comments may be published. The GPE Communications team is glad to help advise on whether a response is necessary and assist in drafting responses. (You are encouraged to respond to demonstrate engagement and continue the debate.)