

Five tips to write an engaging post for the IDDR 2017 blog

“To successfully develop a culture of preparedness in everyday life, the DRR community needs to communicate with people about what’s immediately important to them and present realistic ways of reducing the risks they face,” – *Robert Glasser, UN Secretary-General’s Special Representative for Disaster Risk Reduction and Head of the UN Office for Disaster Risk Reduction.*

The theme for this year’s International Day for Disaster Risk Reduction on October 13 is Target b of the Sendai Framework for Disaster Risk Reduction, achieving a reduction in the numbers of people affected by disasters. We encourage people to share their stories around this theme through short submissions (500 words max) which adhere to the following guidelines. We can provide some editing support but do not have the capacity to re-write or take project proposals and turn them into blogs.

You can submit your post – **with IDDR2017 BLOG in the subject box** - to UNISDRcomms@un.org

1. Write a compelling headline

Be specific and tell your reader what to expect.

Mexican earthquake proves value of early warning system

Use relevant keywords.

Embankments save villages from floods

Talk about impact.

Gender equality reduces disaster risks for women

Keep the headline short. Suggested limit is 75 characters.

2. Know your audience: DRR professionals from around the world

The audience for IDDR2017 is global. We like to appeal to the public at large as well as policy makers, civil servants, business people, people working for civil society organisations and in local government to mention a few. Explain national or local context. Our audience for the most part is already interested in the subject but not all of them will have a clear understanding of the principles of disaster risk reduction or the details of the Sendai Framework. So keep it simple and focus on what you did, why you did it, and how it has impacted for the better on the lives of people vulnerable to disasters.

3. Tell a story

A blog post is NOT a project report or an academic paper. You are sharing a story that excites you about a project you worked on, some research you conducted and what the outcome or impact was. Use the first person. Share your excitement, shock, happiness, disappointment, relief... Tell us about the people who were or could be impacted by your work. Be concise and simple. Avoid long sentences and jargon. We aim for posts between 500-600 words.

5. Start with the most important information

Your opening paragraph (30-40 words) should grab the reader's attention and highlight a key result from your project or programme. If you are writing about a published academic paper, omit the methodology and literature review sections. A link to the published text can be included at the end of the blog.



To finalize publication, we kindly ask for a picture of the author (260 x 260px) and a short biography, no more than 50 words.

The following link may also be helpful:

<https://www.acccrn.net/blog/how-tell-compelling-story-about-your-project>