



 **léargas**

Blog Post Guidelines

www.leargas.ie/blogs

The Léargas blog '**Insights**' is a place to share direct experience, advice and expertise from people involved in intercultural education, training and youth work. Contributors include Léargas staff, project participants, practitioners and policymakers.

These guidelines will help you craft a post for the blog. If you have any questions, let us know at comms@leargas.ie!



Insights is aimed at a general audience who are interested in intercultural exchange. Readers are looking for posts that are compelling, relevant and helpful. They might be newcomers to exchange or to Léargas programmes, so posts should always be accessible and encouraging.

Successful posts usually tell a personal story, explain how to do something, or show impact on participants or organisations.

To help craft an interesting post, ask yourself:



Who are you writing this post for?



What do you want your audience to learn after reading your post?



What questions do people usually ask you about your project or experience?



What might your audience need help to understand?

You can browse previous posts by sector or programme to get a sense of what we publish, or look at some of our most popular guest posts:



Whole School Benefits from Erasmus+



Drama for Change



A Teacher's-eye view of eTwinning



Youth Empowerment for Political Participation



The average post length is 800 words. However, you can go longer or shorter if you need to! Use an approachable voice: you can use *I*, *we*, *you* and write as if speaking with a friend.

Try to keep paragraphs short. Feel free to format using subheadings or bullet points. You can include links to any relevant video or audio clips. Use photos or graphics to complement your text.

Please explain any acronyms you use (like "ECEC", "STEM", "BOBF"). Your audience might not know them!



You are free to repost your material on other sites. However we would appreciate a link and acknowledgement showing that it originally appeared on **Insights**!



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What We Need

Publication



Text

Send your text in a **Word document**.



Images

Send images as separate, high-resolution **jpg files**.

Please don't embed images into Word documents, as the resolution is not clear enough for us to use.

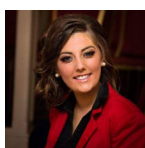
Make sure you have the necessary permission to use any photos, graphics or other images that you submit.



Author biography

Please give your name, organisation and job title, and a small headshot (around 350 x 350 pixels).

Include your organisation's contact or web details. If you like, you can also add a short (maximum 50 words) biography and/or your social media details. Here's an example:



"Donna Breen is a CBT counsellor and a tutor with Tipperary ETB, where she delivers adult and community education programmes including Community and Personal Development."



Editing

Léargas will edit contributions for clarity and/or length before they are published. We reserve the right to moderate or refuse content where necessary.



Scheduling

We will give you an approximate publication date when we've reviewed your contribution. Generally this will be within a month of receipt. However we occasionally need to schedule posts outside this time frame to tie in with specific events or themes (e.g. Youth Week, VET Skills Weeks, Adult Learning Month).



Copyright

While you retain the copyright on your work, Léargas has the right to republish or redistribute your contribution as necessary. We will always cite you as the author.

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Thank you for your contribution!

Fionnuala, Áine, Brian & Charis
Léargas Communications Team