

Guidelines for Blog Posts

Source: [GEO Brand Book](#)

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General

- The GEO Youth Blog Series seeks to highlight youth contributions and perspectives in Earth Observation
- Part of GEO's commitment to increasing the participation of young people in the development of Earth Intelligence ([Post-2025 Strategy, Goal 4](#))
- Blogs will be posted to the [GEO news page](#), which accommodates two main types of blog posts:
 - 1) News stories
 - 2) Personal blogs

Blog Structure

1) News stories

- Should include the "5 Ws" of who, what, where, when, why
 - Why is this work important?
 - Who benefits from it?
 - What is its impact?
 - What action should readers take?
- Post-event news articles should focus on notable outcomes and conclusions, rather than who attended or topics discussed

2) Personal blogs

- Start with the key information to capture the reader's attention
- In the first 1-2 sentences, sum up the blog's main argument and significance
- In the following sentences, lay out the argument
- In the final paragraph, include information on next steps, expected outcomes, or a call to action (where relevant)

Title

- Maximum length of 110 characters
- Should be concise, clear, and engaging

Length

- Aim for 300-400 words
- Maximum length of 600 words if there is more content to add

Writing Style

- Short paragraphs, avoiding lengthy sentences
- Use section breaks with headings for posts with multiple key points
- Avoid jargon and acronyms unless widely recognized
- Provide hyperlinks when citing facts or authors

Photos

- High-quality images in ".jpeg" or ".jpg" format with appropriate credits
- The main image should have a 7:4 ratio (minimum size: 2100px x 1200px)
- Additional images should be at least 2000px wide

Publication Date

- If there is a desired date of publication (e.g., a blog for a specific occasion), please indicate so when submitting your draft

Submission Process

- Submit the draft blog title, text, and images to info@geo-youth.org: At least 2 weeks before desired date of publication (if applicable)
- GEOSEC Youth Team and Youth CoP Leadership Team will provide comments and return the draft in a document
- After revision, email the final draft in the document to info@geo-youth.org: At least 1 week before desired date of publication (if applicable)