# HOW TO SHARE YOUR ACTIVITIES ON THE COMUNIDAD WEBSITE?

All COMUNIDAD partners are expected to share the activities carried out on behalf of the COMUNIDAD project; these include guest appearances on behalf of the project, announcements of events organised by partners, sharing the outcomes of events, etc. Sharing your outcomes and activities is the way to create content and traffic for the COMUNIDAD website.

**How\_to write a catchy/informative blog post for** [**https://comunidad-project.eu/**](https://comunidad-project.eu/)**?**

At COMUNIDAD, we welcome any blog post that captures the activities of the COMUNIDAD project carried out by its partners. A blog is a more extended description of the project team activities and is shared in the BLOG section on the website and linked to the homepage.

COMUNIDAD blog posts tell what the activity was about, what it was for (its objectives), and who was involved (both as organisers and participants). What came out of this – i.e., the concrete outcomes, the conclusions or recommendations, and some follow-up projects (if any). Ideally, it would also present some feedback/testimonials from the participants (if possible).

**NOTE:** if you attended an event and the announcement has been published (for example, on your institutional website or the hosting organiser's website, please provide the link to the COMUNIDAD communications team at comms4comunidad@gmail.com for cross-posting on the COMUNIDAD website).

**YOUR BLOG POST’S STRUCTURE - MAIN THINGS TO LOOK AT:**

* Adopt a storytelling/ journalistic style! (Not too academic).
* Focus on your experience (please try being concrete and not just discuss concepts).
* Ensure a catchy, comprehensive beginning of the blog post (what are we talking about?), such as a conclusion/wrapping up of the piece or opening to a new idea.
* Share some messages, highlights and recommendations.
* Include feedback from participants whenever appropriate.
* Try to present concrete follow-ups or insights on actionable future projects/activities.
* Support your arguments with facts and sources (+URL).
* A catchy and short title (8 words max as an ideal).
* Short narrative (300 to 600-800 words).
  + Short paragraphs (5 lines depending on column width) and sentences.
  + Use sub-titles (these help the reader to orient better when reading and make the blog that much more visually appealing).
  + Use very appealing pictures/visuals with appropriate credit.
  + Send high-resolution pictures in JPG or PNG format as a separate file (not embedded in your Word document). ***If you do not have any images, no worries; the COMUNIDAD communications team can create the visuals for your blog.***

**NOTE:** Send your piece in MS Word format and picture(s) as an attachment to the COMUNIDAD communications officer at [comms4comunidad@gmail.com](mailto:comms4comunidad@gmail.com). The team will polish the post and publish it on the COMUNIDAD website.

**BLOG STRUCTURE: write your text here!**

## TITLE:

1. catchy and short title (8 words max as an ideal)

## Body:

1. One of the best practices for writers is to follow "The 5Ws" guidelines by answering a story's Who, When, What, Where, and Why.

## CONCLUSION:

1. wrapping up the piece, a final message, outcome, idea or future activities.