

CEA Hub Blog Guide

Looking to share CEA learnings, showcase a new CEA initiative or tool, or share your opinion on how CEA can be used to solve a humanitarian problem? Use the below guide to submit a blog post to be hosted on the CEA Hub!

What kind of blogs are we looking for?

The CEA Hub's blog page is a space for people to share their knowledge and experience of using community engagement and accountability in an engaging and clear way. We are looking for blog posts that will make CEA accessible to all readers either by showcasing and celebrating great examples of CEA within and beyond the RCRC Movement, publicising new tools and resources, or contextualising CEA by linking it to current humanitarian issues, such as migration and global warming. We recommend blog posts to be between 500 - 1000 words however if you are keen to write a longer post please feel free, we can explore the right format with you.

How do you submit a blog to the CEA Hub?

If you would like to submit a blog, please refer to the below guide for tips on formatting and style. If you would like additional support, you can get in touch with the hub's Content Officer Laurel Selby (lselby@redcross.org.uk) to discuss your proposed blog and receive further guidance. Once you have written your blog post, please send it as a Word document to lselby@redcross.org.uk and we will get back to you as soon as possible.

Questions to consider before writing your blog post:

- 1) Who is your audience?
- 2) What is the goal of your blog?
- 3) Is a blog the right format for this goal?
- 4) What topics will you cover?
- 5) Why is this topic important/ relevant?
- 6) What is your unique angle?
- 7) How will your blog further the readers' understanding of CEA?

Tips for writing your blog post:

- 1) **Have a clear introduction:** The first paragraph of your blog should set the scene for the reader by providing context and is the place to make it clear why someone should keep reading. For example, if your topic is on CEA and migration, it would be good to start the blog by providing some key facts and figures on migration. This paragraph should be relevant to what your blog will be about and should be focused, concise and engaging to catch a reader's attention. This can be done, for example, by ending your paragraph with a question.

Here's an example: *The world is facing record levels of people forced to flee their homes due to violence, insecurity, and the effects of climate change (UNHCR 2021). Many cannot return home and face the new overwhelming reality to resettle and rebuild somewhere from zero. As is the case for many protracted crises, how do we face the challenge of responding to the urgent needs while also the long-term solutions to help improve lives for the years to come?* (By Deniz Kacmaz, IFRC Turkey, Livelihood Officer)

- 2) **Use headings:** Headings allow users to skim your post and refer back to the points they're most interested in. They should be short, capturing just enough information to keep your reader interested. The longer you make your headings, the more difficult you make it for readers to skim read. Subheadings can also be good places to fit in related keywords.
- 3) **Keep paragraphs short:** Paragraphs should be broken up in the appropriate places so that your readers find your post easy to digest. Longer paragraphs, much like longer headings, make skim reading hard.
- 4) **Write in plain language:** Keep the language as simple as possible and do not use too much technical jargon. Where you are using technical language and abbreviations, make sure you explain what these words mean. Your blog should be accessible to all readers, not just CEA experts.
- 5) **Use your voice:** A blog post is a place to share your own expert opinion. Don't be afraid to share your opinions, and your experiences. Adding those into your content is what will help it to stand out.
- 6) **Use images:** If possible, please include images in your blog post. Using imagery that ties in with your points breaks up your blog post and helps to keep your audience's attention. Images also catch someone's eye as they scroll through and give them a reason to pause. All images used in your post should relate to the contents of your post in some way. Please ensure that any images you use adhere to the RCRC's correct consent and copyright procedures. If you need guidance on this, please contact CEA Hub content officer Laurel Selby (l.selby@redcross.org.uk)
- 7) **Have a conclusion:** Tie things up at the end with a conclusion summing up your points, much like you would in an essay. Don't use this as the time to bring in new points or reference your sources.
- 8) **Call to action:** If applicable, you can end your blog post with a call to action. For example, you can encourage readers to continue learning by pointing to relevant resources on the CEA hub or include a link to an upcoming webinar or training.

Examples of blog posts:

- [Cash and livelihoods: a winning combination for long-term sustainability and support to refugees](#)
- [Celebrating Black humanitarians in our online exhibition](#)
- [Opening the black box — building systems which help us learn together](#)

Some topic ideas to get your started:

- Your experience of using a CEA activity in an RCRC programme
- How CEA could be used to aid a current global crisis such as migration, climate change or Covid-19
- How your national society is mainstreaming CEA in their work