

## **BLOG POLICY**

### **The blog in short**

- [www.conversationsforabetterworld.com](http://www.conversationsforabetterworld.com) is a blog about the important issues of our time, especially population, health and gender. It is a shared blog, where you can express your opinion.
- The conversations are hosted by the Media and Communications Branch of the UNFPA, United Nations Population Fund. However, the opinions expressed on the blog do not necessarily reflect the positions of UNFPA - we are providing space on the Internet for people to connect, share ideas and reach consensus.
- Before writing a blog-post, please familiarize yourself with the kind of stories we post, our monthly conversation topics and our guideline, “how to create a good blog post”.

### **What we are looking for**

- Opinion pieces, photo-essays, stories from different countries, podcasts, video statements, research findings and personal experiences.
- Content must be related to the conversation of the month.
- We are also looking for blog-posts for our ‘heard on the web’ section, where you can link to related conversations on the Internet and different websites.

### **No deadlines**

- There are no deadlines or cut-off dates, as content is updated regularly.

## **Editing**

- Content and headlines may be subject to slight editing to improve the reader experience. We will not edit the tone, voice or position of the author.
- We do not check spelling, grammar and punctuation. You do.

## **No marketing, please**

- Imagine if you meet a new person and he/she only talks about the company that he/she works for - annoying, right?
- Marketing, PR or press-releases have no places on the blog.
- We will remove links, where you encourage people to buy, donate or sponsor your organization.
- The blog is about *the issues*, rather than promotion of institutions.

## **Congratulations, you just got published**

- If we choose to publish your story, you will receive a confirmation e-mail.

## **Sorry, there are times we cannot publish your blog-post**

- Similar to newspapers and other media outlets, we deserve the right to delete blog-posts that are off topic, offensive, vague, unclear, esoteric, hysterical or simply weird.
- This blog is designed for you to share your personal stories, opinions and experiences – it's not meant for negative political campaigns. So if you do want to bring attention to something that should be changed, try to offer a positive solution. That's why we're calling it "Conversations for a Better World."

## **We mean it when we say “a blog for everyone”**

- We require a photo, an email address, your location and a short bio.
- We treat all conversation starters equally, regardless of political positions.
- We also publish content from authors who disagree with the positions of the UNFPA.

## **Front page exposure**

- On a weekly basis, the team behind *Conversations for a Better World* will discuss which blog-posts will be featured on the front page.
- We cannot promise contributors that they will be featured on the front page. Before making such a decision, we need to read your piece.
- Front page selections depend on criteria such as a) the quality of the opinion piece, b) the relevance to an outside audience, c) what is on the news-agenda in general and c) the origin of the contribution—we strive for global coverage.

## **Funding**

- The blog is funded by UNFPA, United Nations Population Fund.