

Guidelines for contributors of blogs for UNCTAD14 website

Background

The fourteenth quadrennial conference of UNCTAD - United Nations Conference on Trade and Development - will take place in Nairobi, Kenya on 17-22 July 2016. UNCTAD 14, as it is most known, will be the first major ministerial conference held after the adoption of important global commitments, namely the Agenda 2030 for Sustainable Development, Paris Declaration (COP21) and Addis Ababa Action Agenda.

Under the theme "from Decisions to Actions", Heads of States and Governments, Ministers, and representatives of international organizations, public and private sector, academia, civil society and youth will gather to discuss and agree on concrete steps for UNCTAD to take in support of the 2030 Agenda.

UNCTAD has developed a specific website for UNCTAD14 in which participants and interested people can have easy access to relevant information on logistics and on the themes surrounding the conference.

In this context, the blog page of UNCTAD14 website was created to allow UNCTAD's stakeholders to share their views on the most important current issues impacting development. Blogs will be posted on unctad14.org and widely diffused on social media platforms.

Why to contribute with a blog article?

- The UNCTAD14 blog will provide a unique opportunity for main stakeholders to share their views on how to go from decisions to actions to ensure a better world for all
- By contributing to UNCTAD14 blog, your message will have great exposure as:
 - Between 6000 to 7000 people will participate in the conference in July
 - More than 8000 are expected to access the UNCTAD14 website
 - UNCTAD14 will actively share blog articles in social media platforms, thus creating further possibility to spread your message around

Specifications of the blog

Your contribution should have the following specifications:

- Have an inviting title, not exceeding 75 characters, including spaces
- Have a first paragraph setting the tone that does not exceed 150 characters, including spaces
- Length of posts should range from 500 and 1'300 words maximum
- It should discuss topics covered by UNCTAD14 conference and its events
- Have a call to action

Publishing process

- Submissions of blog posts should be sent to UNCTAD14@unctad.org with clear indication of "Blog post submission" in the subject of the email. Authors should submit along a

short sentence to be shared on social media and indicate their name, title, institutions and usernames of Facebook and Twitter accounts to increase visibility

- UNCTAD will be responsible for the editing of your post. Should editing bring major changes to your text, we will send it back for your approval
- We encourage authors to submit images, graphics and charts to boost impact
- Once published, we will send you the link with which you can promote the post on your social networks

How to write a successful post

Please find below some elements that one could have in mind when writing a blog:

- **Catchy title:** Give preference to short titles using keywords to try to optimize sharing in social media
- **Captivating introduction:** After the title, the opening lines are the first thing that catches the attention of the reader. To keep their interest, the introduction should set the tone with a punchy message
- **Well-written content:** Edit and proofread your post as much as needed while following some editorial rules. Content wise it should have accurate information (backed up with concrete examples) and shed light on relevant issues. Include a call for action alongside a clear conclusion