

Guidelines for posts/articles on the EU DEAR Programme/ DEAR projects

Latest Update: 30 September 2024 (DEAR Support Team)

Please use the guidance below to draft your posts/articles about your DEAR project and Global Citizenship Education (GCE)-related news, resources and stories.

AUDIENCES: the webposts reach ca. 3000 readers, primarily DEAR project staff and partners, European Commission staff, researchers and academics in DEAR/GCE, teachers and other DEAR practitioners.

PURPOSE: Knowledge-sharing and lessons learnt around Global Citizenship Education (GCE), EU DEAR projects and the Programme. This includes:

- Showcasing “what works, what doesn’t and why”
- Stories of change to show impact and inspire action

LENGTH: for news/story posts: 300-500 words

STYLE: Keep it Short and Simple (KISS).

To avoid: jargon, vague and abstract language. Spell out abbreviations!

Answer the questions: Who, What, When, Why and How?

Be concise and to the point and include very concrete examples. For example, describe specific people, actions and values, rather than project objectives and mission statements.

“Test” the article on someone who does not know the subject. If they understand it, then it is “media-worthy”.

STRUCTURE options:

Pyramid structure option:

- 1) broad context
- 2) specific context
- 3) concrete idea, example or practice

Circular structure option:

- 1) Introductory summary with top highlight
- 2) 3-4 paragraphs with examples
- 3) Concluding lines that underline why this is important and next steps.

For all options:

- Keep it simple, well researched and clear!
- Include quotes that express emotion and/or opinions and concrete examples.
- First few lines should include the key message and take-away. They should inspire people to keep reading.
- Optional last section can include background and contact information.

VISUALS: Visuals attract the audience more than text, make sure to include visuals (photos, GIF, Videos, and carousels to your text). This can be of the interviewee, an infographic, symbolic picture or of an original event. Please check the [DEAR image guidelines](#) for more information.

REMEMBER: GDPR consent in photos and videos that feature individuals.

Extra tips for stories with a “human voice”:

The article can revolve around a personal story of a young activist, student, teacher etc. Be sure to include a couple direct quotes and personal insights.

Beyond depth shown through individual stories, the scale of the project should also be clear. For example, how many individuals participated in the outreach activities or have been approached by the advocacy efforts? And what has changed so far as a result?

Consider diversity when selecting the “voices”. Try to find “testimonials” from people of various ages, socio-economic classes, sexual orientation, and to aim for gender balance and inclusivity, e.g. people with disabilities. If you work with many nationalities, be sure to give a voice to people across the EU Member States and partner countries, in particular of the Global South.

See more help and tips:

- [EU Visibility Guide for External Actions](#) (2022)
- [EU \(EN writing\) Style Guide](#) (2022, 90+ pages)
- [Story tips](#) (2022, with checklists and do.s & don't.s)
- [Photo tips](#) (2020, one web page with links), including [model release/consent forms](#)
- [DEAR Image guidelines](#) for DEAR Website and DEAR promotion

LET US KNOW about your results and lessons learnt

As soon as soon as you have DEAR project highlights, results, resources, events and other opportunities to share, please inform the DEAR Support Team (DST).

You can also post news, resources and events directly in the [EU DEAR Programme group](#). Members receive automatic notifications. The DST will also repost, edit/adapt and/or draft new DEAR posts based on your inputs in the group.