

## ECI Forum Blog Article Template

### 1. Blog Article Title

*The Title should be content-led, focusing on promoting the core aspect or message of the post and, in line with standard SEO requirements, will include as many of the important keywords as possible, enhancing online search opportunities.*

**ECAS Tip:** Write the title last, after you have finished with your entire article.

### 2. Lede (First Paragraph)

This is the core content (or message) of your article. Make it short, to the point and as attractive as possible. Besides covering the traditional who, what, where, when, why, and how, its main purpose is to grab the attention and “sell” the story to the reader and “hook” them to read further as much of it as possible. *Recommended length: 100 words*

**ECAS Tip:** Avoid intro, background info and details in the lede. After answering the who, what, where, when, why, and how, let the reader know why this story is important for them.

### 3. Text Body

Go into the details of your story, use quotes, include external links. *Minimum length: 550 words*

#### **4. Ending**

*If relevant, the end the post might include a specific question to the readers suggesting user interaction or contribution to a debate, or a call for comments.*

#### **5. External links**

*Please provide links to other reading material – websites, pdf files...anything relevant for users interested to learn more*

#### **6. Writer's Bio**

*Please provide your short bio in 50-70 words and your photo.*

#### **7. Pictures**

Please select and send us pictures to visualise the article.

The featured picture, which will appear on the homepage of the Forum with your article is of specific importance and should as much as possible be in line with or carry the main message of the article.

Send as many images as you can, but ideally, we need one image at every scroll depth (or about every 150-160 words), so that an image is always visible for the readers. The pictures, graphs and other images used should contribute to the storytelling. Long shots of public events (conferences, roundtables, seminars etc.), pictures of speakers behind tables and

similar will be allowed on an exceptional basis, as much as they illustrate engagement or otherwise contribute to the storytelling.

**Copyright:** We will only post images free of third part copyright. If your images have not been specifically created for this publication, they should be free for use with a Creative Commons Attribution (CC-BY) licence.

**Indicative photo sizes:**

Horizontal – max width 1500px, jpeg, acceptable picture ratio 8:5 (preferred) or, if not available, 9:6

Vertical (to be used primarily for author portraits) – max width 1000px, jpeg

**NOTE:** Before submitting your article to ECAS please review and sign the Data Protection and Copyright Declaration (See Annex **Error! Reference source not found.**).

**Text Formatting:**

We prefer plain text contributions, with no layout formatting.

If text formatting is necessary for making a stronger point or improving the structure, please do not use formatting other than:

**bold text**

*italic text*

[hidden link \(hyperlink attached to the relevant text\)](#)

bullet points

numbered list