

## **GFAR Partners in Action**

### **Editorial Guidelines 2021**

#### **Campaign overview**

The GFAR Partners in Action campaign celebrates the achievements of our diverse network of partners who are working together to shape a new, sustainable future of agriculture and food. We welcome blog submissions from our partners that describe progress or impact related to a key theme in agri-food research and innovation (below).

We particularly encourage blogs that highlight your involvement with GFAR, however are open to all suggestions related to the monthly themes.

<b>Month</b>	<b>Theme</b>
June	Climate change
July	Farmers at the center of innovation
August	Youth in agri-food systems

#### **Readership**

The target audience for the campaign is the GFAR network of partners and followers:

- 600+ partners in GFAR
- Nearly 8,000 GFAR newsletter subscribers
- 42,500+ GFAR social media followers

While these are informed audiences, they are also diverse, and as such we ask that blogs are not too technical or scientific. They should be easy to read, tell a story and provide context.

#### **Blog guidelines**

- 600-800 words
- Clickable title no longer than 10 words
- US English
- 2 -3 high quality editorial photos in landscape orientation must be provided. Photos should be a minimum of 1500px wide and accompanied by a descriptive caption that includes the photographer/organization credit.
- Use hyperlinks to sources directly in text rather than references.
- Blogs can be authored by individuals or as an organization.
- For quotes, use past tense “said” instead of “says”.
- File submitted in MS Word format.

#### **Deadline**

- We aim to have all articles ready by 25th of a given month for publishing the following month.
- If you need to have the article published on a specific date, please let the campaign coordinator know.

**Promoting campaign blogs**

- Blogs may be cross posted on your website with a link to GFAR.
- Mutual social media promotion is expected.
- GFAR will provide social media messages and a visual card to promote the blog.
- The campaign hashtag is **#GFARinAction**.

**Submission**

All submissions or expressions of interest should be directed to the campaign coordinator, Holly Holmes [holly@cultivatecomms.com](mailto:holly@cultivatecomms.com). Blogs are subject to review and editorial oversight by GFAR. Please allow adequate time for review ahead of the monthly cut-off date.