**“C2M2 Quick Guidance: Blogs”**

###### Reviewed by:

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## **Guidance**

**Requirement**

1 blog per quarter per hub

Important dates:

Q1: Oct 15 - Jan 15 (Extended)

Q2: Jan 16 - April 15 (Extended)

Q3: April 16 - July 15

Q4: July 15 - Oct 15

**Where to host**

There is no strict requirement to host C2M2 related blog stories on a specific platform, and we encourage you to consider and choose the platform that best fits your objectives. This could include but is not limited to:

* Hub web presence
* C2M2 project partner web presence
* Author a MapGive story: Does require review in coordination with the DOS team, and additional State approval that may take 1-2 weeks. See examples of MapGive stories at https://mapgive.state.gov/stories/.
* AAG story
* Other web presence or blog

**Important note:** Please notify and share drafted blogs with the Erika Nunez [nunezek@state.gov](mailto:nunezek@state.gov), Laura Cline [clinelv@state.gov](mailto:clinelv@state.gov), and Melinda Laituri [Melinda.Laituri@ColoState.EDU](mailto:Melinda.Laituri@ColoState.EDU) before they are published.

When posting blogs on any platform, please do refer back to the mapgive.state.gov/c2m2 website and boilerplate language, as follows:

For more information about the Cities’ COVID Mitigation Mapping (C2M2) program, please go to mapgive.state.gov/c2m2.

**Frequency & Planning**

* Minimum 1 blog per quarter per hub required. To help in our planning, please submit your plan for at least three proposed topics and submission dates well before quarterly deadlines. (We know that topics can change sometimes and can accommodate revised plans later).
* More than one post per quarter is always welcome, and we can happily support.
* Timing: Please let us know if you would like to plan different topics during a specific week or ahead of an important date.

## **Best Practices**

**Blog Post Types**

There are many styles of posting. We encourage you to explore the forms that work best with your other project responsibilities.

**Important Note:** When drafting blog posts, please keep in mind possible sensitivities of posting on the behalf of a U.S. Department of State funded program. Please reach out to Erika Nunez nunezek@state.gov to help clarify and answer any questions.

We have provided ideas for brief-form posts that do not replace the minimum requirement of one standard-length blog post per quarter but can help you capture your work quickly:

* **Standard posts** are recommended to be 300 - 800 words with an image or video clip
  + Example of a MapGive story <https://mapgive.state.gov/stories/ashgabat.html>
  + Example of a [MapGive story describing a workshop in Piura, Peru](https://mapgive.state.gov/stories/piura-workshop.html)
* **Multiple-hub**, **collaborative posts** are sometimes valuable, although hard to manage because of all of the specific information from different locales. It helps if there is a specific shared topic, such as how different hubs are approaching questions of public health data. These might be longer than 800 words if necessary.
* **Perspectives** are personal reflections on the nature of the work or the community you are working with. It could also include challenges your team faced in your work. It should be accompanied by a headshot, either casual or formal (casual is probably best, preferably in an appropriate setting). There is no set word count for these. They can be very short (a brief post - a photo and quote) or longer (a standard post - an essay or interview).
* **Q&A:** these are perspective pieces, but in conversation form. Let us know if you’d like suggestions for questions to ask.t
* **Brief posts** can include (these are ideas, feel free to ask us about variations)
  + **Data Glance** - a compelling graphic plus a few sentence or a paragraph maximum on some interesting insight or discovery
  + **Candid from an event** - A photo of people at work or otherwise gathered at one of your events, with a brief who-what-why and a quote from a participant. Roughly a paragraph or two at most.
  + **Candid from your location** - You can capture (or ask your community members) to grab an Instagram-style moment near where you are working, with a quote on its significance to the work. (Do stay aware of privacy issues and only photograph public places, with no close-up photos of people without permissions.)

**Suggested Topics**

As you choose your topic and approach, think about your intended audience (“I am writing primarily for peers in the mapping community,” or “I would like to attract other college students to the practice of mapping.”)

C2M2’s own audiences are as follows:

* C2M2 network of hubs and project teams (We are our own best, first audience!)
* Open mapping community, especially the humanitarian and development focused mappers who might want to engage with C2M2, either for our projects or their own (bear in mind the differing weights, approaches, and sensitivities of state-based versus NGO or academically based partners).
* Public - college-bound and college students, teachers at all levels, academics, public officials at the local and regional levels, press who may be able to amplify

C2M2 activities and themes

* + COVID19’s second-order impacts, especially the focus areas of hubs and projects (e.g. education, migration, etc)
  + The role of open mapping in supporting civil society
  + Highlighting the role of college students in open mapping
  + The practice of open mapping in disaster planning, can look at many aspects of the issue, from the participatory approaches of the projects, to lessons learned and ethical issues, to practical approaches.
* We also encourage integrating these themes and ideas from AAG
  + Foreground the work of geographers and the local knowledge of residents and mapping participants.
  + Geoethics, especially data sovereignty and ownership;
  + Interplay of C19 with climate change and human rights/needs

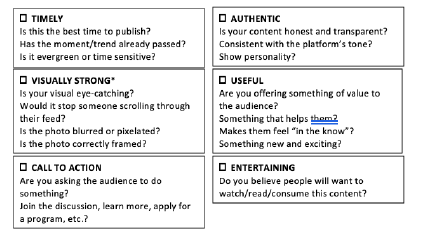
**Additional Guidance for Hub Leads**

* Hub leads have responsibility for ensuring that the minimum blog requirement is met, but have flexibility in the approach they take to make it happen (e.g., they can assign a staff member).
* Advise to check in at least monthly at the bimonthly C2M2 hub lead meetings or with Erika Nunez [nunezek@state.gov](mailto:nunezek@state.gov) on the status of your blog post(s)
* Consider asking or encouraging your project teams to provide input and suggestions on topics and timing
* For one time in the program cycle, hub leads can collaborate on a co-authored piece which meets each hubs’ blog requirement

**Language**

* There isn’t a strict English-only requirement.
* \*MapGive stories would need, at least, a version translated in English (MapGive team can work on those translations, the story can be published in multiple language versions)

**Blog Writing Tips**



The following checklist can assist in reviewing your blog drafts:

If you selected all 6, that’s ideal content!

If you selected 5/6, your content is good

If you selected 4/6, you content is acceptable, but it might need some work

If you selected 3/6, the content might not be ready for publishing. Regroup to improve or coordinate with hub or c2m2 team.

Examples

<http://blog.kathmandulivinglabs.org/>

<https://www.youthmappers.org/blog>