

Blog guidelines

The OSCE blog is designed to highlight what departments (sections, units) are doing to fulfil their mandate. It should contain 2-3 clear messages that inform and engage the reader. The language of the blog should keep in mind the sensitivities and consensus language of the OSCE given that this is a public product. The blog should have a clear structure with an introductory paragraph, a few paragraphs containing the main messages and a summary paragraph.

Key points:

- 500-800 words;
- Keep target audience in mind – please focus on simple and clear language. Impact not process is important;
- The structure should include:
 - Introductory paragraph;
 - A few paragraphs containing the main messages explaining the OSCE's value added and the impact on an OSCE region;
 - Summary.
- Provide examples and data (preferably from OSCE's work) to support arguments/points and provide the source;
- Mention the OSCE tools that exist to deal with the specific challenges highlighted in the blog.