

Indigenous Climate Hub: Blog Writing Guide

Thank you for your interest in sharing your story on the Indigenous Climate Hub blog! This blog will serve as a platform to share experiences and information with other Indigenous Peoples and stakeholders across the country as they adapt to the impacts of climate change. This guide will go over the basics of a successful blog post, but please feel free to use your creativity and make your post your own.

A number of blog posts are already up on <https://indigenousclimatehub.ca/blog> - check them out to get some more inspiration on how to write your own blog post.

What's in a Blog?

A blog post is typically fairly short and informally written. It is meant to be accessible to a wide variety of audiences. Blog posts often describe the author's personal experience. Some potential subjects for a blog post are a personal or community experience with the effects of climate change, or the experience of participating in a climate change adaptation project. Blog posts could also describe an event, provide educational information on a specific topic, or describe and comment on a news item.

The key elements of a blog post are:

- A title
- An introduction
- The body
- One or more photos

Micro-blogs

Micro-blogs are another option for sharing on the Indigenous Climate Hub. A micro-blog might be a picture or a video with a short caption, similar to a social media post. Submitting a micro-blog is a good option for sharing a video produced by your community, a recording of a presentation, a powerful image, or providing a link to an event, news update, or resource where readers can find more information.

This post- <https://indigenousclimatehub.ca/2019/05/meechim-project-food-sovereignty-in-northern-manitoba/>, which describes the Meechim Project by Garden Hill First Nation in Manitoba, is a great example of a micro-blog.

Title

Titles should grab a reader's attention and describe the story being told by the blog post, similar to a newspaper headline. The title below (*The Urgency of the Climate Crisis*), for example, is short and sweet but provides enough information to make the reader want to know more.



Introduction

The introduction should introduce your topic by providing some context, especially **who** the author or subject of the post is, **what** (project, event, etc.) the post is about and **when** and **where** it occurred. The introductory paragraph below sets the stage by describing the who (the Tsleil-Waututh Nation) and the what (The Eco-Cultural Approaches to Climate Change Adaptation Webinar) as well as the when.

On March 28, 2019, a webinar on Eco-Cultural Approaches to Climate Change Adaptation was presented by the [Tsleil-Waututh Nation](#) (people of the Inlet). This webinar provides an introduction to the TWN Climate Change program, youth stories, and community climate resiliency planning.

The Body

The body is the main content of your blog post. After introducing your topic you will describe it in more detail here. The body paragraphs of a blog post should provide information on the **how** and **why** behind the project or event. For example, this section might describe the steps that your community took to conduct a floodplain mapping project, why the project was important to your community, and how the results will be helpful going forward. A post about an event might include a description of the day's activities, the speakers, and some reflection on why the event was important or valuable to attend.

Photos

Photos grab a reader's attention and help them feel immersed in your writing. When submitting your blog post, please attach at least one photo that you feel represents the subject of your post. Photos should be crisp and clear, and the higher the resolution the better.

Please only submit photos that you have permission to share. Please include information to credit the photographer in your submission. By submitting a photo to the Indigenous Climate Hub (managed by Okwaho Equal Source) you are providing consent for the photo to be shared on the Indigenous Climate Hub blog and any related social media posts.

Thank you for your interest in contributing - we look forward to reading and sharing your stories. If you have any questions about blog writing or the website, please contact admin@okwaho.com.