

Writing a blog related to flood and drought events

Why should I write a blog?

A blog gives you an opportunity to showcase the work of yourself and your organisation and engage with a wider audience. The focus is on personal perspectives and sharing your thoughts on water-related issues, especially around climate change impacts including floods and droughts.

Suggested content

- Recent events and achievements related to water management (especially flood and drought planning).
- Relevant outcomes of events/ trainings/workshops.
- Issues around flood and droughts in your area/region/country.

Tips for a successful blog

- Examples of blogs: [In an uncertain world, planning for floods and droughts is critical](#), [Learning to Live with Water in the Chao Phraya](#), [As our environment changes, we should too](#), [Reflection on Rivers](#).
- Make sure that you reach a conclusion or key message.
- Write in the first person and give your personal opinion.
- A catchy but meaningful title will draw a reader to your blog.
- Include video, infographics and other multimedia.
- After completing these steps above, it is time to promote your blog online through various platforms: social media (i.e. Twitter #floodsandddroughts), Flood and Drought Management Tools Newsletter, website(s).

