





Chao Phraya



# 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.

# Lake Victoria Lake Victoria In an Uncertain World, Planning for Floods and Droughts is Critical



Floods and droughts have always occurred, but now, in almost every corner of the world, we face flood and drought events that are increasingly common, more severe and less predictable. This is being driven by clima change, but also impacted by a growing global population, urbanisation, changing land use, and increased

Floods and droughts are no respecters of geography or wealth. Whether the record-breaking drought in Culfornia, or desistanting floods in Southern Africa that save 400 percent higher arrivalfit than usuals a 1915, this is a global issue with impacts at the local level. As concerns around the impacts of flood and drought events continue to grow, there is a need for more investment to support stakeholders to manage and plan for the impacts, from the city utility scale to the basin scale.

This is particularly complex in transboundary river basins where two or more countries share both water resources and the risks associated with flood and drought events. This requires land, water and urban area

### Tips for a successful blog

- Examples of blogs: <u>In an uncertain world, planning for floods and droughts is critical</u>, <u>Learning to Live with Water in the Chao Phraya</u>, <u>As our environment changes</u>, <u>we should too</u>, <u>Reflection on Rivers</u>.
- 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 #floodsanddroughts), Flood and Drought Management Tools Newsletter, website(s).