



## Content Guidelines

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Dear author,

Below please find some basic guidelines for contributing to the CPD Policy Blog in order to keep it as consistent as possible.

### What is the Blog about?\*

The CPD Policy Blog tackles challenges and identifies opportunities in policymaking: from engagement of grass roots movements to decision-making by high-ranking government officials. Its short but concise contributions provide highly accessible and comprehensive information for actors in this broad field.

The blog's institutional foundation relates to the field of peace and conflict studies: It analyses formations of violence and conflicts in order to describe strategies that resolve those in the short, medium and long term. Against that background, the blog draws together expertise from all various field of science and aims at contributing to social progress and enabling sustainable politics.

### Language

Your text may be written in German or English.

### Length

Contributions should be no more than 5.000 characters long (including spaces).

### Content & Recommendations

We would appreciate it if you could generally keep policy implications in mind throughout your contribution and focus on concrete recommendations at its end: Four to seven key messages that highlight the most relevant points of your contribution for policy makers.

### Structure

The contribution should be structured as such:

- Lead text/abstract
- Main part
- Conclusions

- Policy recommendations

Please refrain from extensively using footnotes as the contribution will be published online.

## Lead

At the beginning of the text, the core messages should be summarized in no more than four lines. The lead sentence should attract the reader's attention. The next 2-3 sentences should avoid complicated formulations and give the reader an impression of what the text is about. A proper lead could also be used in Social Media (Twitter/Facebook).

## Headings

Try to formulate attractive and promising titles and headings in order to awaken the reader's interest – the shorter the better. The main parts of your text should have short sub-headlines.

## Keyword and Tags

Focus Keywords and tags are extremely relevant for reaching a broad public. We encourage you to suggest one "Focus Keyword" which sums up your text and is used throughout it as well as in its' title. Google will reward that.

Tags are equally important: Please try to write down as many associations, central words, persons, dates, institutions and so on, related to your contribution – including your own name. A minimum of 15 tags would be satisfactory.

## Author's description

A short biography (at least four lines) should include: date of birth, exact title and current function, important previous functions and other relevant information, such as important publications.

## Featured image

We would appreciate it if you could suggest at least one image which can be used as a featured image for the piece. We would strongly advise you to use pictures that you either own yourself or are available under a [Creative Commons \(CC\) Licence](#) (a CC-search engine can be found [here](#)).

We are very much looking forward to working with you.  
Please feel free to contact us if you have any further questions.

Kind regards,  
The CPD Policy Blog Team