



student action on world poverty and the environment

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Blogging for P&P

What's this all about then?

A few of us have been getting pretty excited at the idea of bringing P&P into the Web 2.0 age. In other words, making sure that P&P is making effective use of all the exciting creative communications tools that are out there, in particular blogs and the media of films...

We've now got a People & Planet blog all set up and ready to launch... but to make this a success, we need you to make it happen.

Why a blog?

P&P's blog is intended to:

- provide a space for student opinions and discussion more than facts and group news, which is more what the website provides
- provide a space to respond quickly to current world news
- provide a space for wider discussion, not just P&P campaigns
- provide a space for things like student essays on relevant topics
- provide a space for articles, opinion pieces and comments that can be more informal than the website

We should always be bearing in mind how the blog interacts with news stories on the website, with the main website, with what we post on Facebook, with our email newsletters, with the Web Forum, and so on.

How do I get involved?

Thanks for expressing an interesting in blogging for P&P. This is a really exciting opportunity, and I hope that you enjoy being part of it.

We'd like to get the blog up and running as soon as possible, and it would be amazing if you were able to write your **first piece for us by Monday 12 January**, the anticipated launch date.

Sounds feasible? Then return this form asap, get writing, and I'll provide you with all the log-in details and further information that you need...

To commit to becoming a regular blogger for P&P, please complete the following volunteer agreement and send it by **Thursday 18 December**.

Volunteer Agreement

Part One: Role Description

Role Title: P&P Blogger

Role Description: To act as a regular (every fortnight, negotiable dependent upon number of bloggers) blogger for People & Planet, on a range of topics of your choice.

Blogging categories to include (please indicate your preference/s):

A DAY IN THE LIFE OF...

Probably the most flexible category. Your blogging posts to cover your own activities, be it with your P&P group, at your school/ college/ university, in any volunteering role you may hold, in the wider community, etc. Will include your own topics of interest, possibly including relevant academic work.

KEY ISSUES

Your blogging posts are likely to revolve around a particular (broad!) theme, from multiple perspectives (general opinion pieces, academic work, research, campaigning activities, etc.):

- Environmental Issues
- Trade & Economic Justice
- Corporate Power
- Other (please specify): _____

IN THE NEWS

You'd like to blog mainly on current issues and in response to news articles:

- UK News
- World News
- Regional News (please specify): _____
- Politics
- Science & Environment
- Business & Corporations
- Education
- Other (please specify): _____

OTHER

Please outline your idea: _____

Accountable to:

Juliette Daigre, Support Office
Communications & Campaign Development Intern

