European Union

Union Civil Protection Knowledge Network

KN Platform Webinar for external project & exercise coordinators

Purpose and agenda of the webinar

- **Mainly aimed** at external coordinators who are currently managing or will manage the content of their project (e.g., KN Partnership, Track 1, Track 2) or their exercise (e.g., MODEX, FSX) on the Knowledge Network platform.
  - We assume you know the basics (next 3 slides) and we can get into actual use immediately.
- **Purpose** is to support you in becoming more autonomous on the platform.

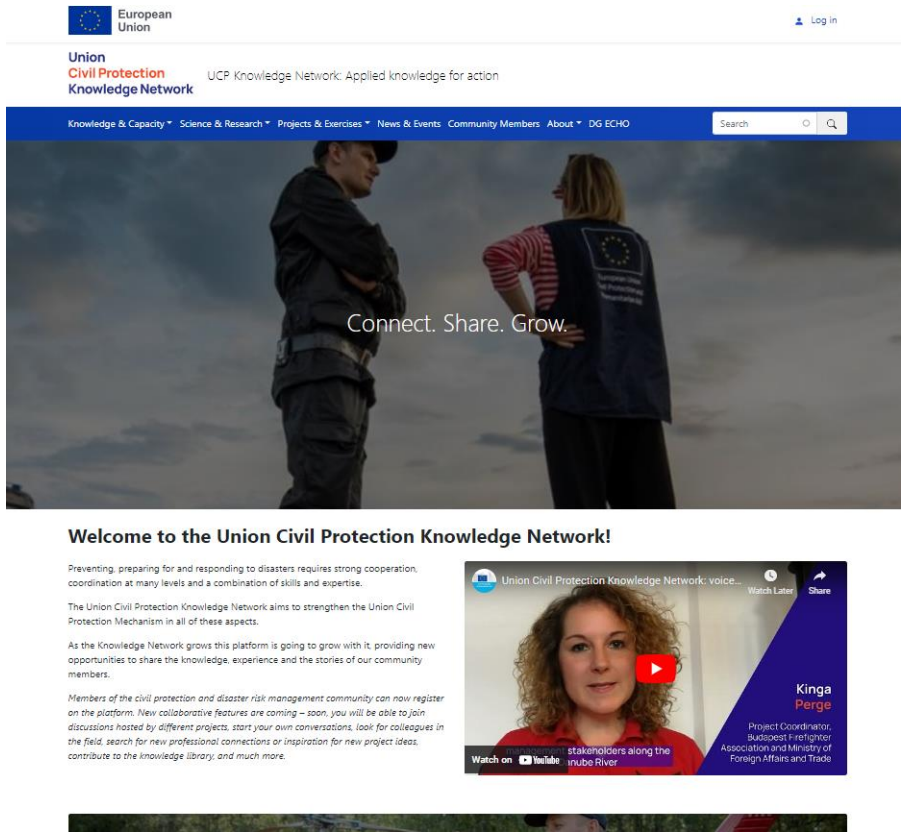
- Agenda (moderator: J-P)

  - **1. Editorial guidance** (Caroline)
    - What are the dos and don’ts in creating content on the platform?
  - **2. Technical demo** (Ana)
    - How to create events or news, upload files and media resources, start a project discussion group, etc?
  - **3. Q&A**

Refresher: UCPKN online collaborative platform

https://civil-protection-knowledge-network.europa.eu/

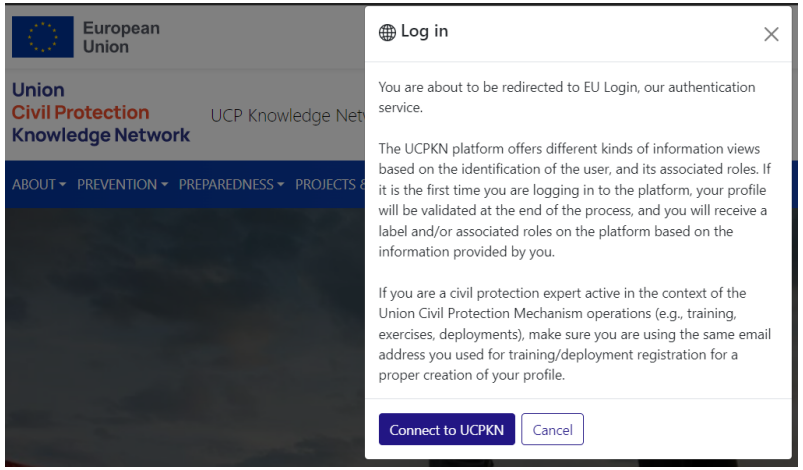
- Information and collaboration hub for the civil protection and disaster risk management community
- Sustainability, ownership, user-driven, one-stop-shop, constant improvement
- **Why:**
  - ✓ For the community, by the community: info sharing, networking, peer to peer support
  - ✓ Amplify knowledge from local/regional/national level
  - ✓ Sustainable working spaces for exercises & projects for better visibility and knowledge sharing
  - ✓ Security and data privacy in line with EC requirements & good practices

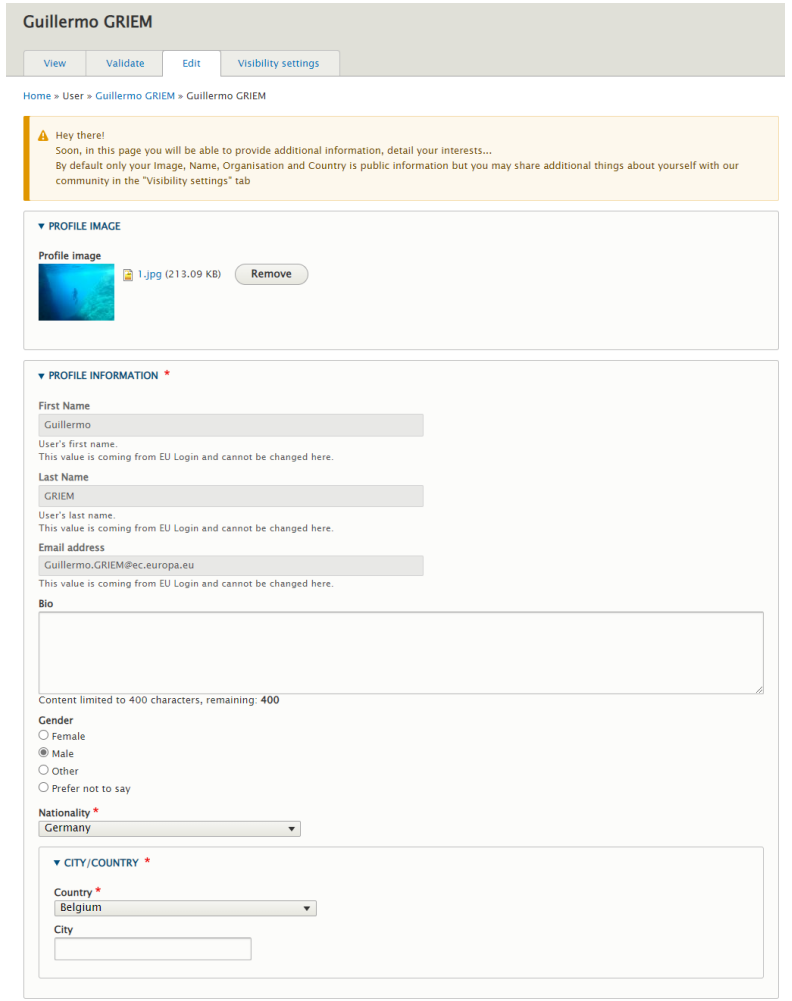


Refresher: UCPKN online collaborative platform

User Profile

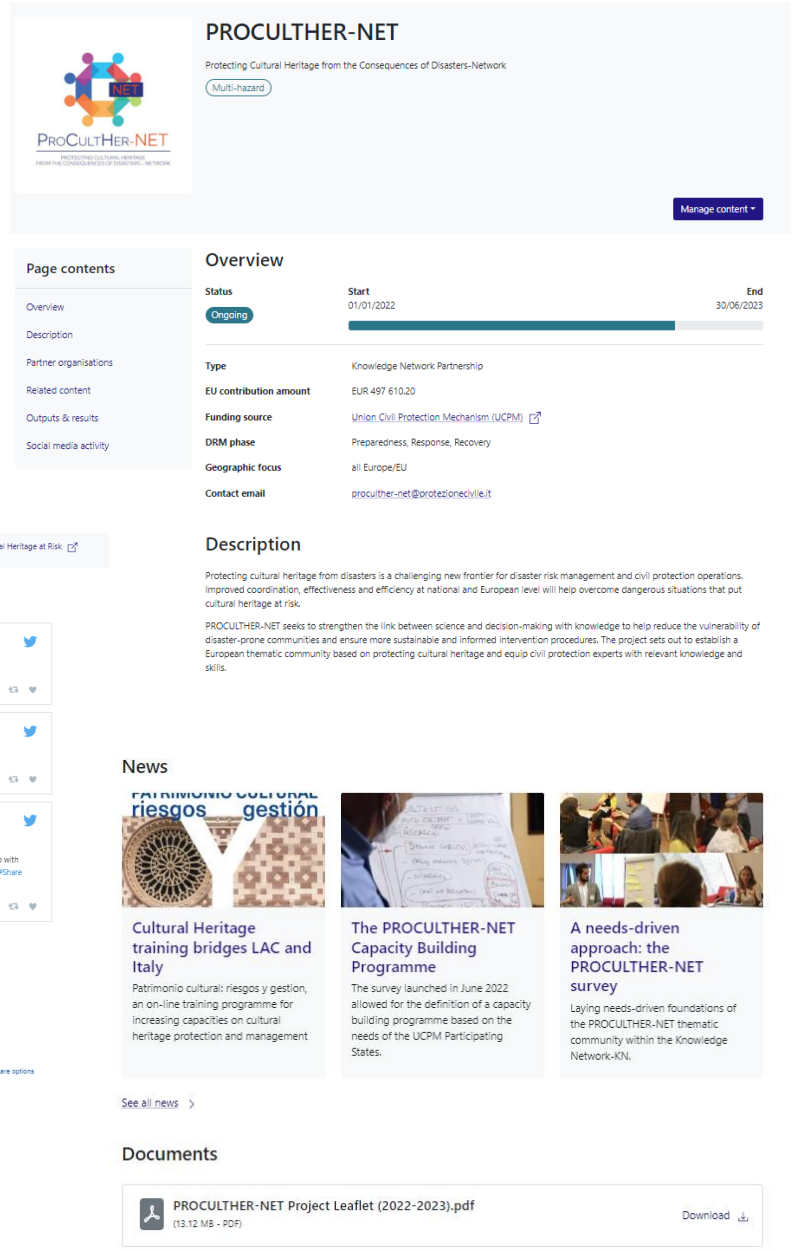
- Create an EU Login
- Validation: defines your role
- Create your personal profile
- Sign up for the newsletter
- Stay tuned for developments





Refresher: Project & Exercise Pages

- **NB! Remember to identify members responsible for page content!**
- Primary communications resource
- Long-term presence
- Interactive space
- Content types:
  - Project & Exercise information
  - Events
  - News
  - Story
  - Social media links
  - Media



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Editorial guidance

What are the dos and don’ts in creating content on the platform?

1. The different parts to a story
2. Captions and Alternative text
3. What makes a good story?
4. Writing for the web

Editorial guidance

What content can I create?

News: a major milestone or delivery

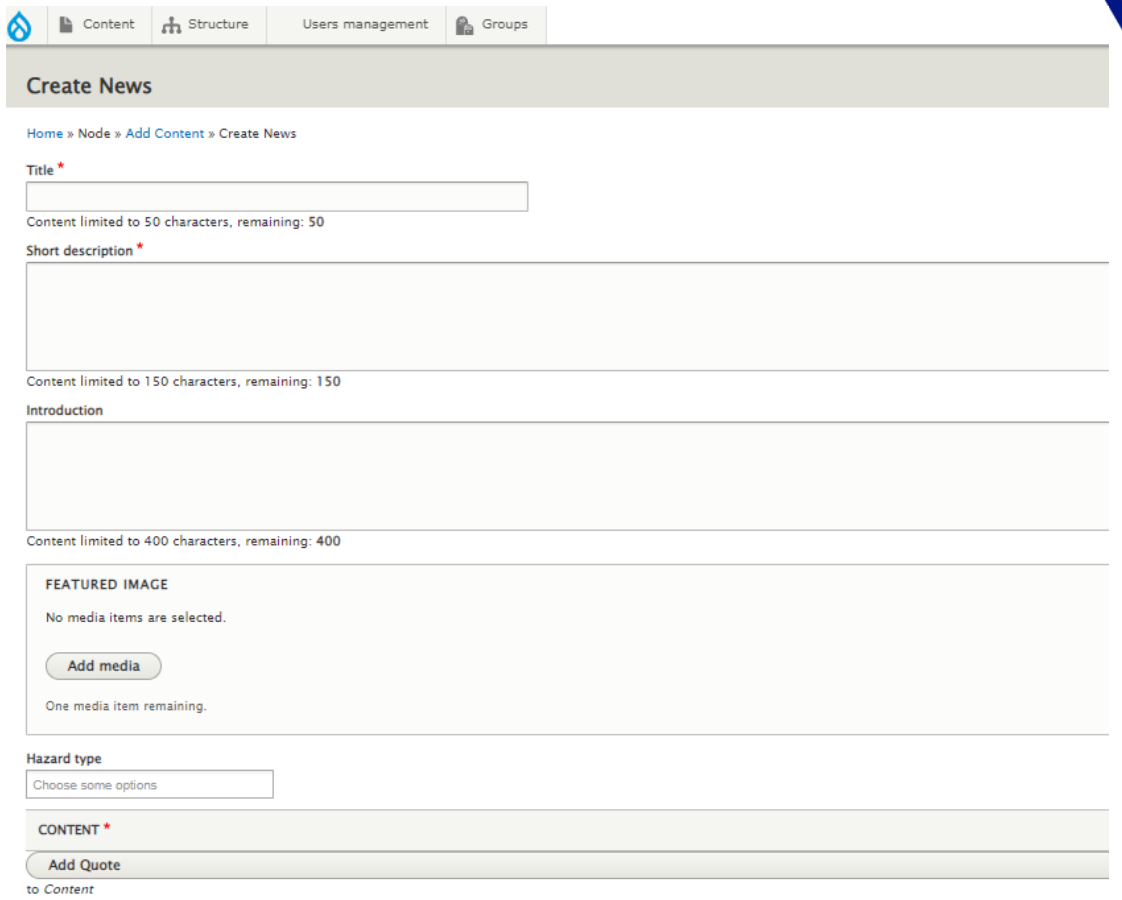
Stories: first-hand experiences of how KN community members benefit from your activities

Events: open to all, free to attend

Editorial guidance

The different parts to a story

- **Title**: 50 characters. Short and eye-catching: make the reader want to read more.
- **Short description**: 150 characters. Appears on the listings page and needs your keywords for searches.
- **Introduction**: 400 characters. Give the theme of the story – tell the reader what to expect. Not just a repetition of the first lines of your story!
- **Main text**: Your first paragraph should summarise the story. Then:
  - Most important first.
  - One idea per paragraph.
- **Quote**: Short, meaningful quotes from KN community members
- **Images**: high quality – 'doing' photos – copyright



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Editorial guidance

Captions and Alternative Text: what's the difference?

- A **photo caption** relates to the story and adds something extra.

  But don't duplicate the words of the story. Don't simply describe the picture (we can see people are shaking hands).

- **Alternative (ALT) Text** is for accessibility.

  Here we **DO** describe the image (a rescuer in orange protective clothing walks across the rubble of a destroyed apartment building).

Editorial guidance

What makes a good story?

- Change — What has happened, what has changed, what's new?
- Proximity — Where did it happen, how is the KN community affected?
- Significance — Why was this needed, what are the implications?
- Human interest — People make news, not abstract concepts
- Surprise — Is it unexpected or rare, unique?
- Professional news — Affects our lives at work as CP/DRM professionals

Editorial guidance

Writing for the web: the inverted pyramid

- Write each paragraph in descending order of importance, starting with the key point or most interesting bit in the first paragraph, and ending with the least important.
- Helps the important information stay near the top.
- Readers work out quickly whether your content is of use to them and only read so far as they need to.
- Writing in inverted pyramids means the story could be cut off after any paragraph and what remains would be understandable and self-contained.

Editorial guidance

Writing checklist

- ✓ Don’t start writing until you can summarise your article in a single sentence.
- ✓ Start strongly. What point do I want readers to take away? Make that the focus of the title and the intro.
- ✓ Write a title that stands alone.
- ✓ Write the intro to work with your title, to inform and interest the reader.
- ✓ Sentences: Keep to around 30 words per sentence. One idea per sentence.
- ✓ Paragraphs: Maximum three sentences per paragraph. One topic per paragraph.
- ✓ Use words that help your article flow, such as first, next and finally.
- ✓ Check: do you have all the elements you planned? Is anything missing?
- ✓ Final, final check: Check the spelling of the headline, links, check there is no text missing, check the attribution of the quotes.

2. Technical demo (Ana)

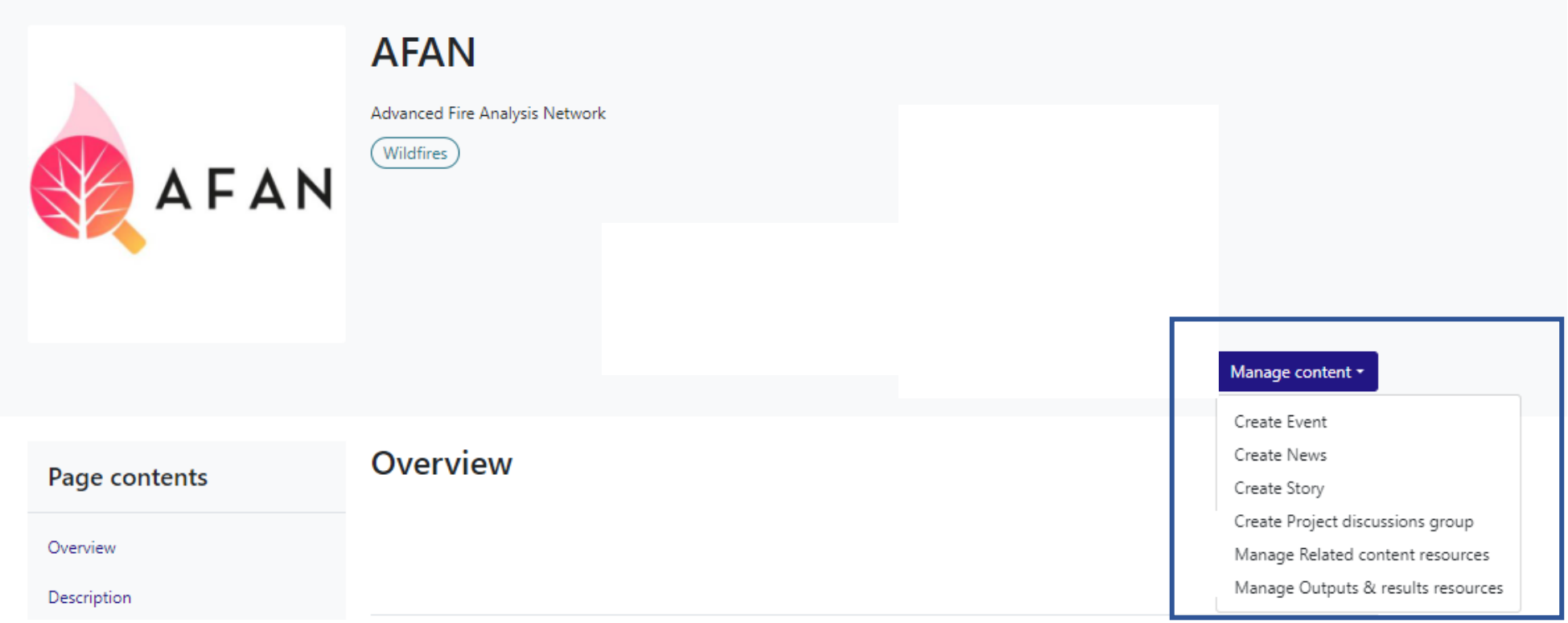
How to create events or news, upload files and media resources, start a project discussion group

As a Project Coordinator, you can create and manage different types of content in your Project page:

- News, stories and events
- Output & Results
- Related content (documents, photographs, videos)
- Project discussion groups

2. Technical demo (Ana)

Create content using the Manage Content menu



3. Q&A

Floor is open!

For your information:

- Webinar on introducing the discussion groups of the KN platform
  - **10 May 2023 from 14.30 to 15:30 (Brussels time)**
  - https://civil-protection-knowledge-network.europa.eu/events/webinar-introducing-discussion-groups

Regardless, you can always ask for platform support at the functional mailbox:

ECHO-CP-KNOWLEDGE-NETWORK-PLATFORM@ec.europa.eu

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civil-protection-knowledge-network.europa.eu