



SUMERNET Web content template

This template will help you draft new, non-academic content as [Stories](#) for the SUMERNET website www.sumernet.org.

For any editorial assistance or queries, contact secretariat@sumernet.org.

Before you begin

Take a moment to consider:

1. What is the main point you want to make?
2. What is it about your own experience or expertise that will make this piece interesting?
3. Which of SUMERNET's audience groups are you writing this for? Our target groups are:
 - Academia/researchers
 - Funders/donors
 - Civil society/NGOs
 - Policy-makers
 - Private sector
 - Media

Title

Write the title of your web content here

Suggested length: Approx. 35-85 characters (including spaces)

Tips: Make sure the title is both descriptive and interesting. Try to incorporate some of the words people might use when searching on Google or on our website.

Introduction

Write one or two short sentences to introduce your idea.

Format: Complete sentence/s with punctuation

Suggested length: One or two short sentences

Tips: The main purpose of the introduction is to entice people to keep reading. It appears at the top of the piece (beneath the title) and a shortened version may be shown by search engines and on social media.

Content

Use the remainder of this document to write your web content.

- Suggested length: 600 to 900 words



- Include photos or videos if available, keeping copyright and credit requirements in mind.
- Avoid using too much jargon. Your message can be advanced, but the language should be easy to read.

Write your content below:

Suggested length: 600 to 900 words

SAMPLE: During the current monsoon season and heavy rainfall, the SUMERNET research project titled “Communicating water-related climate change risks to improve local adaptation in the deltas of the Mekong Region” undertook field-level outreach activities in Samut Sakon province in Thailand.

The project team from Kasetsart University, led by Dr. Sakaradhorn Boontaweyuwat, shared and discussed their research findings with local governments and community-based organizations during 9 to 15 September 2013. The outreach activities have become further relevant with the threat of more floods in the rainy season in Thailand.

Etc.....

Keep the word length to around 600-900 words.