

## Guidance for submitting material for the GA website

The aim is to have a regular supply of fresh content throughout the year on the website that can:

- promote the work of the GA and its members
- provide practical and useful materials for teachers
- draw in more current members and potential new members
- encourage people to come back to see what's new.

### **The GA's vision for its website is that it should:**

- a) Make a clear contribution towards the GA's charitable mission and strategic plan:
  - share our views on and expert knowledge of geography education
  - highlight the benefits of membership/belonging to a community of geography educators
- b) Provide timely and accurate content
- c) Be easily navigable and respond to the needs of key audience
  - be designed around the organising question 'what do you want?'
  - provide readily-accessible and searchable access to all forms support from the GA
- d) Complement other GA support/promote access to GA products and services
  - ensure that GA products and services are well-linked to related web content
  - make some content available for accessing by members only or as paid-for downloads.

### **What this means for you**

When writing for the website consider the following:

- What needs are you addressing? The GA website is used by thousands of busy teachers. They visit in order to find leadership and ready access to expert knowledge, practical ideas and resources that they can use easily and with a minimum of additional work. Think carefully about the audience and the best way to present your materials to them.
- Which section of the website are you writing for? Use the site navigation (a site map is available) to identify the section. Teaching Resources should be different from and clearly distinguished from Support and Guidance, from Research items, etc.
- What else does the GA provide for teachers in relation to the topic/theme you are writing?
- It will be useful to search the site to see what we already have on this topic. The idea of making the website 'complementary' means that website page copy will be succinct and introductory. More detailed materials can be downloads. Your web materials can be a way in to help teachers realise there is more support available to them.

### **The process**

Materials can be submitted for possible inclusion in any part of the website – check the navigation for the most appropriate place. Include the name of the section and sub-section as relevant when you send in your content. Submissions can be made at any time of the year. Content will not always be released shortly after submission so please say if it is time-sensitive. Please send your submissions to Elaine Anderson ([eanderson@geography.org.uk](mailto:eanderson@geography.org.uk)).

The website calls for reasonably short sentences and paragraphs, and a clear, friendly approach. The content should be engaging for visitors so they stay longer on our site. The page title will be the first thing a search engine will look at when determining what the page is about. It is also the first thing visitors to the site will see when they get to your page. Therefore, it is important that page titles and sub headings are short and include key words relevant to the content on the page (e.g. topic, key stage, location). Include a brief introduction summarising the content (up to three sentences) indicating the key stage(s), topic(s) and purpose of the page(s) to the reader. Your resource may be more than one web page plus downloads – each web page should contain a maximum of 200 words.

Please submit your materials as a Word document. All materials submitted for publication on the website will go through an editorial process with the GA's editorial team and we may ask you to make some changes as result. Depending on the nature of the material it may also be sent for specialist review.

We may decide to make it accessible to all, member-only, or paid-for (i.e. free to members and available to purchase by non-members). We welcome suggestions for what you would like to do, but the final decision is one for head office.

### **Teaching Resources**

The Teaching Resources section is the most frequently visited and heavily used area of the website and more material is needed here at all phases and stages. Before submitting:

- check that what you want to write about hasn't already been covered
- look at existing Teaching Resources to see how they have been structured and organised – the new flooding resources developed with the Environment Agency are a good example (<https://www.geography.org.uk/Flooding>)
- contact Elaine Anderson ([eanderson@geography.org.uk](mailto:eanderson@geography.org.uk)) to check that there is nothing similar being developed and to let her know you will be sending in something
- ensure that a resource contains geographical content, activities and is something that teachers can use with minimal additional work
- it doesn't need to be put into a template – it just needs to be a Word document with any images supplied separately. Include a note in the text of where you'd like them to appear. Provide source information for all copyrighted material (e.g. cartoons, photos, quotes, etc).
- give details of the author so the SIG/PC can be credited.

### **Download documents**

Web pages can include downloads to provide additional content. A download will typically contain detailed or specific content, in a more user-friendly document format (e.g. an information sheet that a teacher is likely to print) or a presentation (e.g. a lesson presentation typically in a PPT format). Downloads should be supplied in a Word document format

### **A note about images**

#### ***Format***

Photos should be digital, preferably, and file sizes that are a minimum of 1MB. Please give a caption and full source details for each image, e.g. the url where you found it.

#### ***Permission to use***

Check that any images (photos, diagrams, maps, cartoons, logos, etc) you use are copyright free or allow third party/ commercial use (e.g. Creative Commons), or ask the copyright holder for permission. Conditions of use need to be checked for images taken from the Internet. If a permission fee is required, please refer this to one of the editors at head office (e.g. Anna Grandfield, Dorcas Brown or Elaine Anderson) **before** proceeding.