# Inviting Journalists and Bloggers to Share Their Knowledge

Help us create Quick Knowledge content for HATCH, get your name published on the web portal.

# WHAT'S IN IT FOR YOU?

Demonstrate your knowledge, experience and gain more followers and readers by being noticed by connecting with HATCH target audience.

HATCH is dedicated to space research and innovation in all of Europe, and makes this content available across the world.

It will help you to widen your network to readers and followers from more than 30 countries, with wide ranging backgrounds and occupations, including space enthusiasts (non-professionals).

**A big plus!**
We will share your Quick Knowledge on HATCH social media – Facebook, Twitter, LinkedIn and Instagram.

# BE INVOLVED - QUICK KNOWLEDGE

Share your knowledge and experience with other space professionals and non-professionals through intriguing facts and engaging way of communicating the information. We've created a special section within the future Space Research and Innovation web portal HATCH (www.spacehatch.eu - is a temporary project page that will be replaced by the real web portal) - called Quick Knowledge, where HATCH users will be able to expand their knowledge of space in an engaging way: with concise texts and visual aids.

## What is Quick knowledge?

Quick Knowledge is content on HATCH dedicated to helping people learn new things about space in an engaging way!
It comprises brief stories and facts written by various authors, including scientists, specialists, students and space enthusiasts.
The info is arranged just like a short presentation, with a heading and 10 slides or less.
Each slide contains an image or video and a short explanatory text (max. 255 characters including spaces).

# HOW TO PARTICIPATE?

## How?

1. Find a fact, story or other piece of information about space that you would like to share with others.
2. Send us text + pictures / video (or link to video)
3. Get published on HATCH!

## Do's and Don'ts?

### Do's

- Exciting content about space
- General facts about space
- Historical information
- True and verified information
- Supporting info – videos, pictures, links, references

### Don'ts

- Carrying out personal advertising
- Promoting the business of a 3rd party such as a company
- Expressing an opinions about individuals or organisations
- Use of inappropriate or insulting language
- False information, assumptions or rumours

# SPECIFICATIONS FOR QUICK KNOWLEDGE

**How to prepare your Quick Knowledge?**

1. **Write a headline**. For example, “How much does it cost in space...?”.

2. **Write a text.** Maximum of 10 short facts (max. 255 characters per fact / idea).

3. **Add one visual aid to each slide** to reflect the main idea of the content or just support the idea in an engaging way.
**Image** - the aspect ratio should be 4:3, the dimensions ideally 1000x750px. All images posted online must be credited, so please indicate the author and link to the source image.
**Video** - upload your own video (if needed add credits - the author or any other information) or add a link to existing YouTibe video.

4. **Information about you.**
Provide us with info about yourself as an author: your name, title, a link to your LinkedIn profile or website (if you wish) and add your profile picture. Or your company’s / project logo and contact info.

**Example**

# HERE’S AN EXAMPLE

*This is an example of what Quick Knowledge looks like on HATCH. Please note that HATCH is currently under development and slight changes might be made.*

## “How much does it cost in space...?". <headline>

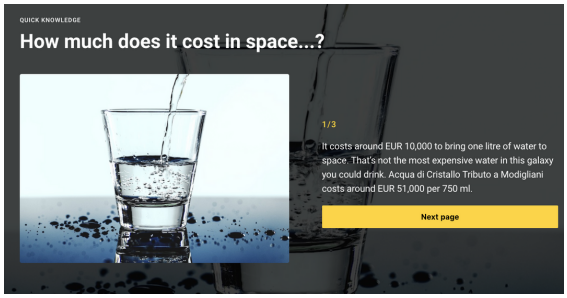
***1st slide***
It costs around EUR 10,000 to bring one litre of water to space. That’s not the most expensive water in this galaxy you could drink. Acqua di Cristallo Tributo a Modigliani costs around EUR 51,000 per 750 ml.

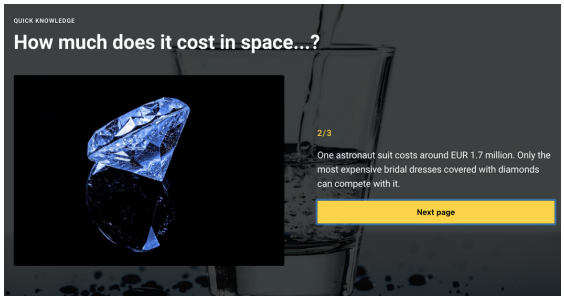
***2nd slide***
One astronaut suit costs around EUR 1.7 million. Only the most expensive bridal dresses covered with diamonds can compete with it.

Etc. …….

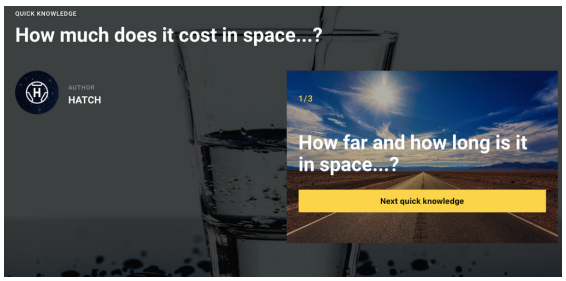
And when we will post them online they will look approximately like this...

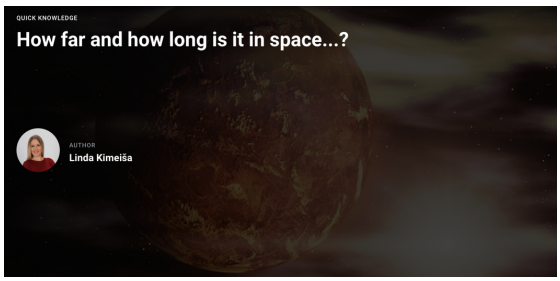
**Info:**
facts + pictures




**Info:**
Author
Project/ person/ organisation



# WHERE TO SUBMIT YOUR QUICK KNOWLEDE?

## 1st option

Send your content to pr@spacehatch.eu.

Use your favorite tool - DropBox, Drive, Wetransfer or any other for transferring pictures / videos.

## 2nd option

Fill the form and upload pictures online.

**Any Questions?**

pr@spacehatch.eu

More about HATCH www.spacehatch.eu

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