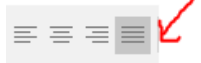




Guidelines to write a O2I Blog

- Start with a captivating introduction to the topic provided.
- Organize your contents and make sure there is a connectivity to each paragraph.
- Edit / proof read the blog and fix formatting issues. Blog content need to be fully “Justified”.



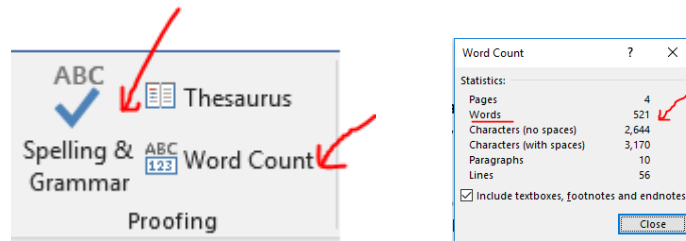
- We need one image which represents the blog content which will be posted in the outside2inside website.



- Put images inside your blog where-ever necessary. Images need to be center justified.
- Please follow copyright instructions while downloading images from internet. (Refer to the article “Can I Use Google Images on my Blog?” below the guidelines)
- Whenever quoting statistics, use statistics for US nation only. In terms of state and county, any statistics specific to California or Santa Clara County would be apt.
- Always use information from premier education institutions like Stanford, Harvard, MIT or US based study for the blogs for your reference.



- If applicable and when using statistics, please put references for your sources in the end without fail. We need to know the source from where the statistics and content were got.
- Write in simple easy to understand language. Avoid combining multiple sentences and creating big sentences.
- Put titles and sub-titles where-ever necessary.
- Please do spell check and grammar check before sending the delivery files to us.
- Write up to 500 – 600-word count.



- Please plan to complete and review one blog in 5 days and incorporating feedbacks provide in 1- 2 days.

Can I Use Google Images on my Blog?



Reference Article: <https://startcompeting.com/2017/03/can-use-google-images-blog-website/>

“A picture is worth a thousand words.” Indeed, it is. In our visually dominated world, pictures and video are key to any blog or social media post. Not having a picture is akin to having only half a post. It’s not as easy as just Googling the image of your choice and sharing it to your blog. As with its analog and physical counterparts, digital data is also subject to copyright laws.



What is copyright?

Copyright is defined as “The exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.” (Google



Dictionary). In a nutshell, when you create original media – be it a play or a piece of art or a song – you have the right to tell anyone to not use it if you don't want to. If they do, without your express permission, you can sue them.

Some copyrighted items have “terms of use”. This means that the creator has set forth specific circumstances in which the piece can be used. If these circumstances are violated, you are liable to be sued.

Fair Use

Fair Use comes into play if you are doing a review or report on an entity and require a photo that you did not take yourself. The Fair Use doctrine allows for limited and reasonable uses provided they do not interfere with the owner's rights under copyright law.

Section 107 of the Copyright Act states:

the Fair Use of a copyrighted work, including such use by reproduction in copies or phono records or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright.

In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include—the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; the nature of the copyrighted work; the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and the effect of the use upon the potential market for or value of the copyrighted work. **Source:** 17 USC Section 107.



How do I know which pictures I can use?

The short answer is No, you cannot use pictures that you find on Google on your blog or website. There are a couple of different options for finding pictures for your posts online. If you do search on Google for images, it's important to ask for permission before using them in a post. You can Visit Page (red circle) where the image is hosted, find the owner of the image, and ask for their permission to post. Google also makes sure that you know that images may be subject to copyright (blue circle). Once you contact the owner of the image, they may or may not give you permission to post it. If they don't, it's best to just move on and find another image.

Image Sources on the Web

Contrary to popular belief, there are many resources for great free and low-cost stock images on the web. Here are some great sites that offer free stock photography:

- [Pexels.com](https://www.pexels.com)
- [Kaboompics.com](https://www.kaboompics.com)
- [Pixabay.com](https://www.pixabay.com)
- [PicJumbo.com](https://www.picjumbo.com)
- [Canva.com/photos](https://www.canva.com/photos)



Example O2I Blog



[Food Waste – World’s dumbest yet one of the biggest problems](#)

- *Published March 2, 2018*

Americans waste an unfathomable amount of food. In fact, according to a Guardian report released this week, roughly 50 percent of all produce in the United States is thrown away – some 60 million tons (or \$160 billion) worth of produce annually, an amount constituting “one third of all foodstuffs.” Wasted food is also the single biggest occupant in American landfills, the Environmental Protection Agency has found.

Food waste is an expensive drain on the economy and extremely harmful to the environment, and it is one of the largest waste-related challenges



facing us in the 21st Century. According to CalRecycle statistics, food waste is the single most prevalent item in our landfills, which is especially tragic when combined with the staggering numbers of hungry people in our state.

A 2016 study by the Natural Resources Defense Council found that the United States wastes 40 percent of the food it produces – more than 20 pounds of food per person every month. The study also found that:

- 80 percent of the freshwater Americans use is for food production
- 10 percent of energy Americans use is for food production and distribution
- 15 percent of food wasted in the U.S. could feed 25 million Americans a year
- 16 percent of U.S. methane emissions is caused by organic matter dumped in landfills

The U.S. Environmental Protection Agency has established a Food Recovery Hierarchy to guide individuals and organizations in reducing food waste. Reducing the amount of surplus food that is generated tops the hierarchy, followed by ensuring that still-edible food goes to feed people. Disposing this valuable material should only be considered as a last resort.



There are several common sense reforms that need to be implemented to insure that less food waste is generated, that edible food goes to hungry people, and that inedible scraps are returned to the soil. Among these reforms, the state's tax code should create an incentive structure that results in the recovery of more of these material, and out-dated food labels needs to be updated to ensure that consumers have accurate information about how long food is safe to consume.

While edible food should clearly go to feed hungry people, it is also important to insure that inedible or spoiled kitchen scraps be diverted from landfills to composting facilities to return those nutrients to the soil. The USDA, in partnership with the EPA have set the first ever food waste reduction goal, calling for a 50% reduction by 2030 and have created the U.S. Food Waste Challenge. Among other efforts, Californians Against Waste has successfully sponsored landmark legislation that requires restaurants, grocery stores and other businesses to arrange for composting (or anaerobic digestion) of their food waste.

It should shock all of us that here in the United States, food waste has reached crisis proportions. Not only do we throw out enough food to fill 44 skyscrapers each year, but a breathtaking amount of that tossed food is perfectly healthy, delicious fresh produce. About 1 in 5 fruits and vegetables grown in America (and one-third of the world's produce) goes to waste, and 23% of all fruits and vegetables are wasted before they even reach grocery stores.

In recent years, an impressive number of new programs around the country have developed in hopes of recovering and redistributing excess produce to those in need. Some people refer to these kinds of efforts as "farm-to-food-bank." In fact, according to a tally by Civil Eats, 20 official



programs are now saving over 300 million pounds of produce a year. Still, only a small portion of all this excess food is going to feed people in need, and billions of pounds are still getting tossed. There is more to be done in the area of reducing food waste and more people has to join in the fight against food waste. Support organizations, initiatives, campaigns that is working towards food waste in whatever way you can.