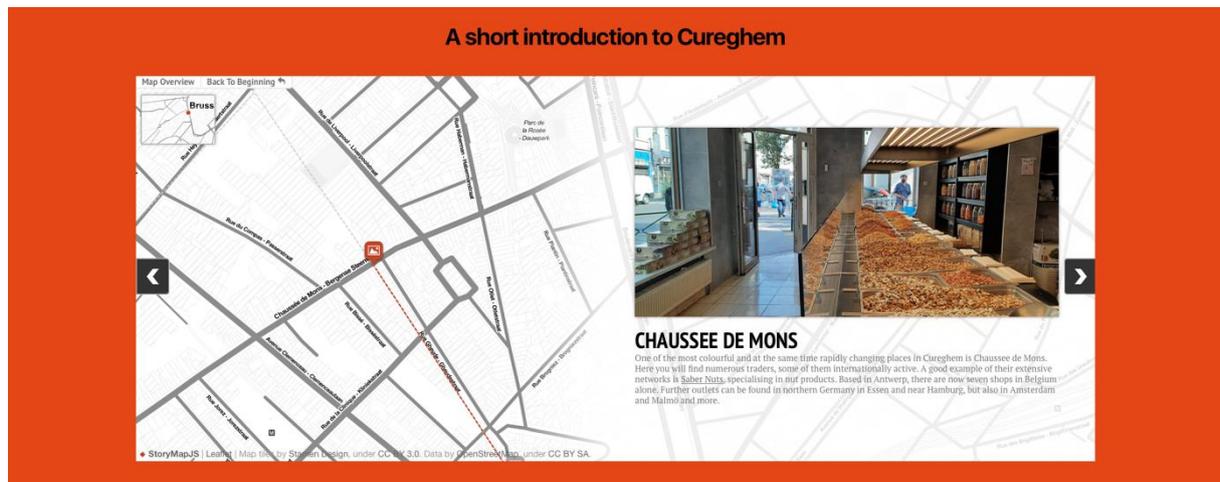


Neighbourhood tales



The “Cureghem tales” were developed during the Syncity project as a blog with map-based elements that showcase a city district to people who are not familiar with the area. The platform gives a voice to local people that tell their stories of everyday life but also to organisations and businesses who present their work and activities. To run such a map-based blog, you need basic skills in running a conventional blog. As for the budget: calculate a small fee for the domain and standard security plug-ins. In case you do not want to upload video material, no additional server space is required to run the blog.

Four steps to produce your own “neighbourhood tales”:

1. Limit the geographic scope

Limit your neighbourhood tales to a specific geographic area. Describe this area and explain your motivation in running this kind of blog.

2. Gather your content

For your neighbourhood tales you need different content material: good stories and narratives are essential. But you also need photographs, charts, auditory material and – most importantly – visuals and text fragments like quotes that can be connected to certain locations in the neighbourhood. On this basis you can create maps.

3. Connect the blog entries with maps

Get familiar with some easy digital tools you need. [WordPress](#) for content management and embedded [StoryMapJS](#) are good options and don't require any specific technical expertise. Click [here](#) for a WordPress tutorial. Find some examples on the [Cureghem tales blog](#).

4. Fine-tune your blog entries

Optimise your blog entries for [search engine optimisation](#) (SEO), so that anyone interested can find your tales easily. If you use WordPress for your website, there are many different plug-ins available

to help you optimise the content in terms of SEO. And more importantly, always get the consent of the people in your content before you publish it. Make sure that their personal rights are respected and that no content is published if the people featured in it do not want this.

For further information and/or consultation on how to develop and implement neighbourhood tales, please get in touch [with the Cureghem tales team](mailto:office@oikoplus.com): office@oikoplus.com.



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