REGION WEEK

How to share a story on RegionWeek?

A guide for content Contributors

regionweek.com
Hello, and welcome

RegionWeek is a new ambitious multimedia effort founded to examine the evolution of African Business Communities and how Political leaders are shaping the Future of the continent. This Website is about african stories, it is focused on covering the rise of Africa, sharing success stories, innovation, community development and Women’s initiatives.
I and my team write and discuss on african news, entrepreneurship, social media, leadership, and on occasion stuff that doesn't fit neatly in these categories. We occasionally write about what is happening around the world. Our goal is to create insightful, relevant content that young people can put to work in their personal and professional life.

Fabrice Iranzi,
Ceo and Founder

RegionWeek is looking for talented, committed, and creative contributors who are interested in what’s going on in East Africa Community. Behind every story is a person, and it’s our job to bring these stories to our readers. Although we understand that contributions are often motivated by PR or marketing goals, content published in Regionweek must first and foremost provide strong thought leadership in service to the Young Professional community. Fortunately it is usually possible to balance our quality requirements with the goals motivating the contribution.
Would you like to write a story for us?

We value vivid storytelling, lively anecdotes and factual accuracy. We work with writers who are able to infuse fun, adventure, human emotion, drama and an attitude of wonderment in their words. We use anecdote-based storytelling: We tell stories with stories. We strive to share knowledge about our region without resorting to stuffy encyclopedic statements of information. Third-person is the standard point of view in our writing, though we do occasionally publish first-person stories. We appreciate brevity and concise use of words.

Here’s how it works.

You need to pitch a new idea – we cannot publish pieces that have appeared elsewhere, even on a blog. If we think your idea is right for our platform, we’ll tell you to go ahead and write it. There’s an editing process - which may involve rewrites. And then it gets published, you get a writer’s profile page on tRegionweek, we promote it through social media - and you’ve given your online profile a huge boost. Before you settle on a topic to pitch to us, it’s probably a good idea to read some of the blogs that have done well on RegionWeek.com. If we like your idea – and if no one else has pitched the same thing – then we’ll discuss your pitch with you, make further suggestions as to how you can develop it, and ask you to go ahead and put your piece together.

Once you’ve decided what you’re keen to blog about, pitch your idea to mystory@regionweek.com.
Guidelines for writers and contributors

- Your story needs to be around 600 words long. Adopt a conversational, chatty style. Avoid cliches, jargon, academic language and acronyms.

- Put some serious work into your intro – is it intriguing, engaging and different? Always use specific examples, perhaps based on personal experience. Don’t generalise or waffle on about challenges and passion. Use common nouns as much as you can and try to find recent research or media coverage about your topic, and link to it in your blog.

- Check your facts. Every article on the Guardian site has to be factually accurate. Read what you’ve written aloud when you’re finished. Is that how you talk? The reader should emerge clear about what you’re saying, what other people have said on the subject, and what they are being asked to comment on.

What happens next

Once we’ve decided your story is suitable for publication, we will edit it. Don’t be taken aback by the fact that the final version of your piece may be a bit different from what you submitted.

We look forward to hearing from you.

E-mail: mystory@regionweek.com