

Editorial Framework for Writers

TOPICS

**The following themes include a general overview of the topics that can be included in each content channel.*

The topics can be expanded to include other issues important to women.

1. Business/Entrepreneurship: how to become an entrepreneur, how to start your own business, gender differences in the corporate world, technology trends, marketing news, how to become a powerful woman, how to have profitable businesses, challenges of women entrepreneurs
2. Money Matters: banking resources, mobile banking, promoting savings, loans and debts, how to manage your income, personal finances, business finances
3. Family and Parenting: how to become a better mother, good advise to raise healthy children, how to talk to your children about important issues, being a single mother, communication, children's education, couple's advise
4. Work-Life Balance: full time jobs v. part time jobs, how to deal with difficult bosses, how to focus on a career while having a family, employee relationships, professional development, switching careers
5. Relationships: how to overcome relationship issues, dealing with divorce, how to live a happy marriage, couple's advise
6. Career Central: women executives and career tracks, where and how to look for jobs, effective networking, how to succeed in a job interview, resources to become a successful employee, rights in the workplace, women's career cycles
7. Leadership: Develop leadership skills for women in business
8. Health: Basic to specific women's health, children's health issues, prevention, emotional/physical, confidence-building, women's health, exercising
9. Global Voices: stories about women and how they have overcome issues, specific ways women deal with challenges, advice from experts

EDITORS

The diagram below shows the hierarchy of the editorial staff of the SmartWoman platform. These are the roles and responsibilities of each position:

Managing Editor: Oversees management and supervises publishing of overall content (global and local). Takes care of selection within the global syndicated feeds for Nigeria and Oman. Manages global Experts writers. Serves as a moderator for all comments posted on global content.

Country Editor: Reviews content from local syndicated feeds. Supervises and publishes work of Local Expert writers. Serves as a moderator for all comments posted in local articles and questions to Experts.

Global Expert: Writes content for entire audience of SmartWoman

Local Expert: Writes content for country version only (i.e, Nigeria, Oman, Tanzania)

EXPERT WRITERS

Profile: Each Expert will submit an application along with a photo, e-mail, social media links and short bio to the Editor of SmartWoman. All Expert contributors should fulfill all of these criteria:

- Have at least 3 years of experience in their field of expertise
- Have published content in any form (please provide links to the publications)
- Have a good following through social media sites
- High quality writing

SmartWoman will have several active "Experts" for each content channel. Experts are not expected to make comments on their own articles once user interaction initiates, but they can do so if they want to participate and engage in the conversation. Experts are not expected to answer the users when users post



questions in the “questions per topic section”; but, they can answer/comment just as other users do so.

Content Expectations: Every article should be tagged with key words and fit into one of the categories the platform offers. The Editor must make sure that this process is completed before publication. SmartWoman global and local Experts will submit a set amount of articles per week/month as agreed between the Expert and the Editor. Experts decide on their own topics and article’s style unless the Editor decides to install thematic weeks every so often (e.g: a week where all articles are related to maternal health).

Experts will receive a unique login and password to the to write articles, but only the Editors are allowed to publish content. The Content Management System (CMS) allows for internal communication if the Editors choose to make comments on the writer’s article to revise format, style or the content itself. The Experts can keep as many draft versions as they want. When achieving a final draft, the writer can submit this for “review” to the Editor, who will then proceed to publish the article.

Article submission should not exceed 600-800 words.

Editing process: After the initial submission, the Editor will have 48-hours to review the article, make changes and send feedback to the Expert writer.

- The Expert will have one (1) full day to make updates after acknowledging the Editor’s remarks. After the second submission and review process the article will be published into the app.
- If the Editor perceives no changes are necessary the article will go live within 48hrs.
- Editors should remember that the Experts are expressing their own unique opinions and ideas.
- Experts are looking to expand their audience and provide useful content to impact women’s lives.
- Experts are not compensated from ChangeCorp or from the associated partners of The SmartWoman Project.

Photos: The SmartWoman platform will have a database of stock photos that will be available to all contributors. Experts are also allowed to publish their own photos given they have the necessary credits to use them. All photos must be in .jpg format (JPG). And 150 dpi resolution is ok.

Copyright of Content: All content submitted to the SmartWoman platform will automatically become property of SmartWoman. We can reutilize text, images, and videos in other websites, promotional material, marketing campaigns, etc. By uploading content into the SmartWoman platform you grant a non-exclusive, worldwide, royalty-free, perpetual license to exercise all rights under copyright law with respect to such content. Content should also follow the following guidelines.

- Expert submits original content or properly licensed content
- Expert does not infringe or violate any law, rule or regulation or the rights or intellectual property rights of any person or entity (or encourage anyone else to do so),
- Content is not obscene, defamatory, threatening, pornographic, harassing, hateful, racially or ethnically offensive,
- Expert is not advertising or soliciting business or contributions

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STYLE GUIDELINES

<i>Length</i>	600-800 words.
<i>Title of Posts</i>	Please use clear titles. Capitalize the first letter of every word, except for articles and prepositions three letters or less (so "From" is capitalized, but "for" is not; "Is" always gets capitalized)
<i>Quotes</i>	If you are utilizing a direct quote in your article, please make sure to give credit to the author of the quote and use quotation marks (“ ”). Try to avoid lengthy quotes. Use quotations if you are including a book chapter, a newspaper article, a magazine article, a tv episode, a poem.
<i>Words that need Italics</i>	Book titles, movie titles, newspapers, magazine titles, television show names, play titles.
<i>Hyperlinks</i>	Every time an Expert references an article, a report, an organization, or a website that can be found online, please include a hyperlink.
<i>Language</i>	All writers are expected to avoid usage of colloquial language. Avoid any political associations, religious identification or promotion, and most of all keep your language respectful and targeted to your audience.