

# BEST BODY AFRICA CONTRIBUTOR GUIDELINES

## What is Best Body Africa?

Best Body Africa (BBA) is a curated digital platform on a mission to create and share African perspectives on health and wellness.

Our vision is for African perspectives to be viewed and utilised as solutions to health and wellness goals globally.

## Our target audience

We cater to two audiences:

1. The cosmopolitan African, on the continent or in the diaspora, looking to lead a healthy lifestyle through knowledge and tips that cater to their specific needs and lifestyles. They are modern working professionals between the ages of 21-45. They desire to lead a healthy lifestyle whilst still enjoying their African foods but require knowledge on how to do this. They also need content from the wellness space that they can relate to.
2. The non-Africa looking to draw upon African perspectives to help them lead a healthy lifestyle.



## BBA's content

BBA is primarily a website which features 4 categories:

- Recipes (original BBA healthy African recipes).
- Nutrition (open to contributors and features).
- Fitness (open to contributors and features).
- Mind + Soul (open to contributors and features).

BBA posts at least one article per category per week. Every week, our content goes out to our newsletter subscribers (currently 1100+ people) and is promoted across social media.

## Who is a BBA Contributor?

BBA Contributors are African professionals and enthusiasts within the health and wellness space who offer unique insights on BBA's key themes, specifically catered towards cosmopolitan Africans. They are knowledgeable and passionate about promoting African health and wellness and are aware of trends within the global health and wellness space. They include:

- Doctoral professionals- M.D.s, Ph.D., etc.
- R.D.s, Nutrition and Lifestyle Coaches, and other nutritionally qualified professionals/diploma holders.
- Personal Trainers and other qualified fitness professionals.
- Life Coaches, Therapists, Psychologists and other mental health professionals.
- Influencers and enthusiasts with a passion for African health and wellness. (Subject to review of experience).

## Expectations of a contributor

- A minimum of one article within a two month period.
- Be signed on for at least six months.
- Post ideas and titles to be sent to the Editor-in Chief prior to writing the posts for approval to ensure posts are in line with the BBA vision.
- BBA Contributors, upon writing the posts, agree to their work running through a final spelling and grammar edit by the BBA team. (BBA, however, ensures that we keep the content as original and authentic to the writer as possible).
- Posts are authored in the writer's name on the website.
- BBA Contributors will be featured on the contributor page of the website with an image and bio.

## What we publish

- Articles in line with BBA's vision, catering towards our target audience.
- High-quality written content.
- Unique, engaging and original pieces of work.
- Passion-filled articles filled with knowledge and practical advice.
- Sound knowledge within an author's area of expertise/passion.

## Examples of topics

- *How to Transition Towards a Vegan Diet with Kenyan Food*
- *5 Benefits of Meditation for the Cosmopolitan African*
- *How Africans Can Break Mental Health Stigma*
- *10 Indigenous African Foods to Improve your Brain Health*
- *Dealing with Anxiety? Here are 5 Tips to Declutter Your Mind*

## Writing guidelines

- Between 500-800 words in length.
- Include an engaging, eye-catching title which poses questions and makes the reader curious.
- Language should be engaging, persuasive, semi-casual, yet demonstrate intellect.
- No profanity or swearing.
- Articles are written in the first person.
- Where necessary, include statistics and facts as evidence. Back up with appropriate sources in brackets.
- If you claim something is "healthy" or "good for you" back up with appropriate source.
- Articles should always include practical tips to help our target audience lead a healthier and "well" life.
- We encourage authors to include personal experiences and anecdotes. e.g. *"I am no stranger to anxiety."*
- Articles should be written on Microsoft word and sent to [contact@bestbodyafrica.com](mailto:contact@bestbodyafrica.com) for uploading.

## Image guidelines

- Contributors can include images if they suit the BBA aesthetic or they can leave it to BBA to find images.
- Images chosen by contributors will, however, be subject to review and may be rejected if they don't fit the BBA aesthetic.
- Images selected by contributors will be edited with the BBA filter.
- Images selected by the contributor should be copyright free, non-generic and with an "African" essence.



### **Posting and promoting**

- Once written, BBA will place your article on our content schedule and will inform you of the date of posting.
- BBA will promote your articles across social platforms, giving you credit every time.
- Posts will be included in a newsletter to subscribers.
- We encourage contributors to promote posts on their platforms as well.
- We also encourage contributors to respond to comments under their posts.

### **Benefits of being a BBA Contributor**

- The benefit of enabling others to lead a healthier, happier lifestyle.
- Being part of a movement with a vision to promote African health and wellness globally.
- Access to a network of experts and enthusiasts in the African health and wellness space.
- Personal promotion of the contributor's platform and work to a targeted audience.

The logo for BBA consists of the letters 'B', 'B', and 'A' in a bold, black, sans-serif font. The 'A' is stylized with a double outline, giving it a three-dimensional appearance. The letters are spaced out horizontally.